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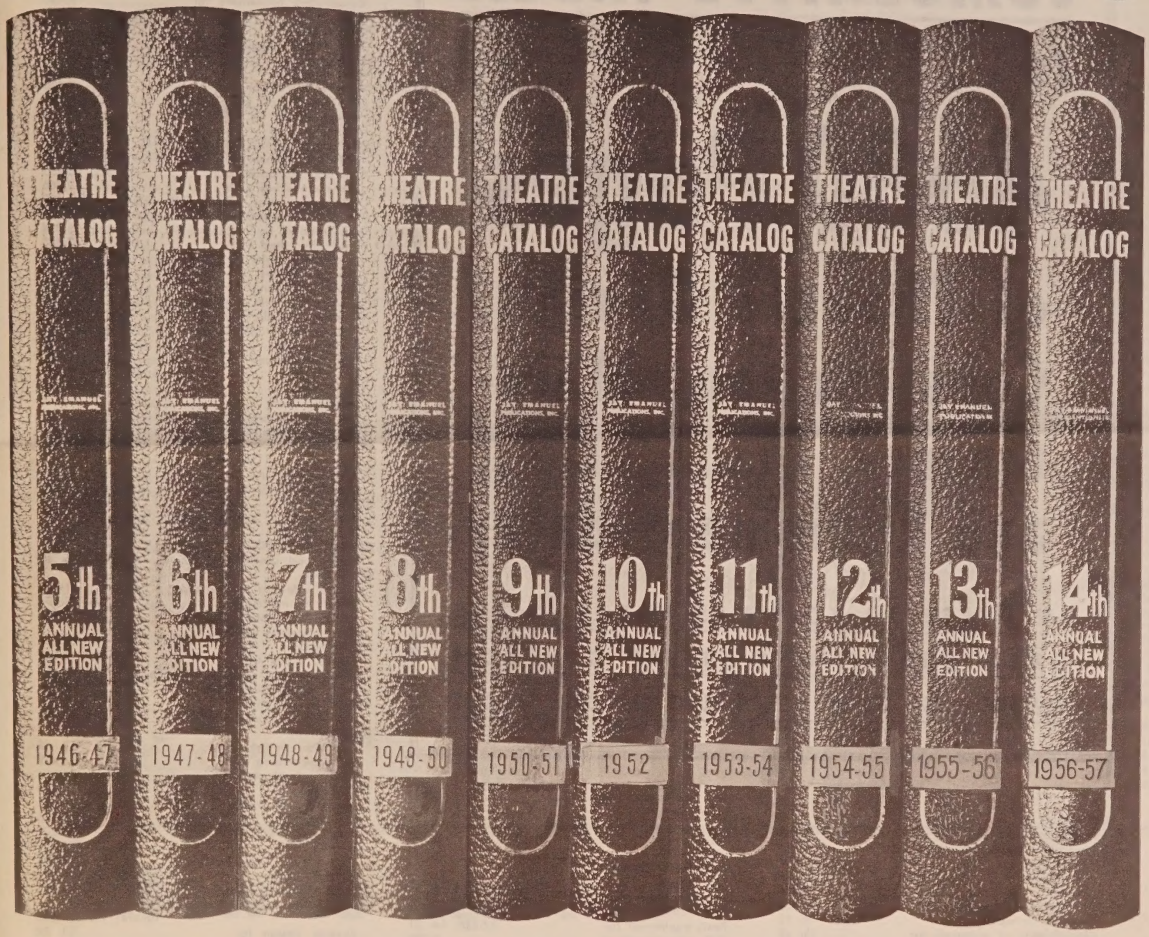

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MOTION PICTURE EXHIBITOR

APRIL 6, 1960

IN THREE SECTIONS
THIS IS SECTION THREE

ANNUAL THEATRE CATALOG EDITION

1960

The Annual EQUIPMENT ENCYCLOPEDIA and BUYERS' GUIDE . . . as prepared each year by the skilled Editors of the PHYSICAL THEATRE—EXTRA PROFITS Department.

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THE WORLD'S LEADING AUTHORITY ON THE PHYSICAL THEATRE BUILDING . . . DESIGN, CONSTRUCTION, MAINTENANCE, MANAGEMENT, EQUIPMENT AND REFRESHMENTS

EDITORIAL FOREWORD

For an industry little more than 60 years old, motion pictures and the many thousands of people who make them America's greatest form of entertainment have struggled through many difficult periods of adjustment.

From the flickers to color to sound; to standard screen—to wide screen to wide film; from penny arcade to nickelodeon to art house; from neighborhood theatres and magnificent "picture palaces" to drive-ins, the motion picture and its theatre have clearly grown with America. Yes, theatres have undergone numerous, and sometimes even drastic changes. But change means progress, and the theatreman of today who wants to be a part of tomorrow must be willing to change with his industry.

If it is true that the present is indicative of the future, then it is best to examine our position today in order to make necessary plans for tomorrow. Let's look at the record as it now stands.

The deluxe showcase, that edifice erected in monumental acclaim of entertainment, is still the big grosser for premiere-type performances. But this theatre, in all its splendor, has recently undergone many changes. What was formerly a big house is now a "home" with sophistication and comfort. This home of entertainment now offers patrons the ultimate in design and beauty. And recent renovations have added living room comfort to the once "barn-like" picture palace. The deluxe showcase is now more of a monument to entertainment than ever before.

The Main Street or main stem theatre, found in the small American town, was hurt by lack of patronage in recent years, but during 1959 it again was recognized as being not only an integral, but an extremely important part of the community. Civic leaders began to become aware of the value of the local theatre, and came to its rescue.

Neighborhood theatres in large cities went through a difficult period, due to the changing conditions of the neighborhoods themselves. Many of the theatres, however, have become bright and intimate playhouses, thereby luring back patrons.

The art house, which has become so popular recently, is usually decorated to create an intimate atmosphere for its patrons. Although there are only about three to four hundred of these theatres situated in the big cities throughout the nation, it is expected that this type of theatre will gain greatly in popularity during this new decade.

Drive-in theatres have made great strides during the past 10 years and with a continuing shift of the population to suburbia, it is expected that more drive-ins will be built. This unique form of entertainment—watching a motion picture from one's automobile—has caught the feeling of the American public, which is constantly "on the go." Americans love something new and exciting, and this is just what the drive-in has given them: a new type of recreation for the entire family. Facilities in drive-ins are such that the entire family can attend, each being pleased with a separate facet of the operation. The children enjoy the recreational facilities of the playground area; the women of the family appreciate the availablility of well-prepared food and complete menus, and the men like the prices and the comfort of their own automobiles. The drive-in has unlimited potential for extra profit gains by active, creative theatremen.

And the shopping center theatre will become an important source of entertainment and profit in the near future. Smart businessmen now realize that the shopping center can attract patrons, but it cannot hold them for long periods of time. With a theatre situated in its midst, the shopping center can offer more to the potential customer than any other buying outlet. There has been a recent surge in shopping center theatre construction, and it is likely to continue.

The alert theatreman must look around him to see exactly what the public is accepting—the architecture of their homes, the plants they work in, their office buildings, all general interior decorations, and their hobbies. All of these have not only bearing, but a profound effect upon what the public looks for in theatres. Smart theatremen will note the changes as they occur, and will gear their present and future operations to public tastes.

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Annual

THEATRE CATALOG EDITION

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1960
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The Newly Remodeled Loew's Capitol

A Major Remodeling Project Converted This 41 Year Old Broadway Showcase to a Sophisticated Modern Theatre

Throughout its 41-year history, the Capitol has become one of the landmarks along New York's "Great White Way." Today, shortly after undergoing a million-dollar refurbishing, the Capitol is still a theatre of great beauty and majesty. John J. McNamara, outstanding theatrical architect, has turned the Capitol into a "modern" showplace, to rank with America's greatest movie houses.

To begin renovations of the Capitol, Loew's had Edward Robbins, Inc., general contractor, completely restore the auditorium's columns, walls, ceilings, and soffits to their original silver-leaf state. To modernize the auditorium, as well as provide maximum viewing for all patrons, the old proscenium and side boxes were removed.

Continuing the redecorating of the auditorium, new drapes in gold and ivory were hung from sounding board to floor. Novelty Scenic Studios, who hung the drapes, also installed a new contour curtain, which operates mechanically, on pre-set contour designs. The glassed-in rear partition was moved forward six feet, thereby enlarging foyer space and improving sight lines for those patrons sitting in the rear rows.

The entire orchestra and divan section was reseated with American Seating Company's "Bodiform" lounger-type chairs. The chairs are spaced 40-inches back to back, and staggered to permit an unobstructed view of the giant screen. The new seats automatically adjust to the individual posture of the occupant. The seating upholstery is of a cherry-red, hard-finish, nylon fabric. Standards are beige. The standards on the ends of the rows feature illuminated row numbers.

Removing 755 seats, the new seating arrangement encompasses 3,662 seats, 1,520 of which are in the orchestra, 126 of which are divans, 922 of which are mezzanine, and 1,094 of which are balcony seats.

A rebuilt projection booth, housing the most modern equipment, is another feature of the new Capitol. Three Century compatible 70/35mm projectors were installed. Ashcraft rectifiers and lamphouses compliment the projectors. The latest Ampex custom high level switching compatible six and four track sound system is also part of the modern installation. Bausch & Lomb Optical Company lenses are used for all projection.

The entire theatre is air-conditioned, with twelve 30-ton Westinghouse units replacing the former old-fashioned compressors. The units are capable of delivering 140,000 cubic feet of air per minute.

Specially-loomed carpets (70 per cent nylon—30 per cent wool), featuring the emblem of Loew's Theatres against a spattered field of red, gold, blue, and mauve, were laid.

The new 28 by 61 feet screen, manufactured by Technikote Company, is seamless, and features a "pearl" surface, assuring even light distribution and high quality color fidelity. Framework for the screen may be adjusted, manually, from flat surface to varying degrees of curvature when necessary.

In the grand lobby, the original Empire Style of design has been retained. Walnut panelling has been refinished and large murals restored. The three large rock crystal chandeliers, originally featured in the famed Sherry's, remain. Both the foyer and outer lobby feature continuous music from hidden speakers.

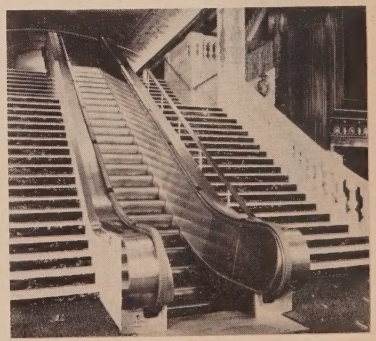
The grand stairway of white Cararra marble remains, but has been bisected with a modern escalator, which operates at a speed of 90 to 120 feet per minute. On all stairways, new treadles and risers have been installed.

The concession counter is of modern design, and it provides excellent facilities for both the patron and the employee. APCO drink machines are also located for convenient patron use.

The middle lobby has been entirely redone in modern design, and features a black and white marble floor, illuminated ceiling done in gold Italian mosaic, marble and mosaic walls and down lighting. New rest rooms of modern design have been installed off of the Grand Foyer.

The front of the theatre has also been refurbished, with the boxoffice being moved from center lobby to the north side. General Register Company's ticket machines are used in the boxoffice. Ducts from the air-conditioning system force either cool or warm air down to the outer sidewalk, depending upon the season of the year.

Photo shows soffit of unique marquee, installed by Artkraft-Strauss. Warm air is piped through ducts to sidewalk during winter, and cool in summer. Built-in speakers provide sidewalk music. Boxoffice was repositioned to north entrance during refurbishing.



Top photo shows view of mezzanine promenade. Newly designed Loew carpet, with circuit monogram, is used throughout the Capitol. Bottom photo shows Peelle Motorstairs installation. The stairs are reversible, affording maximum patron movement.

Photos show highly-styled beauty of the remodeled Capitol, Broadway, New York City. The top photo shows view of the orchestra and mezzanine from stage. Bodiform lounger-type chairs, spaced 40 inches apart, permit maximum patron comfort. Bottom photo shows orchestra exit, finished in walnut with antique mirrors, and dropped ceiling.

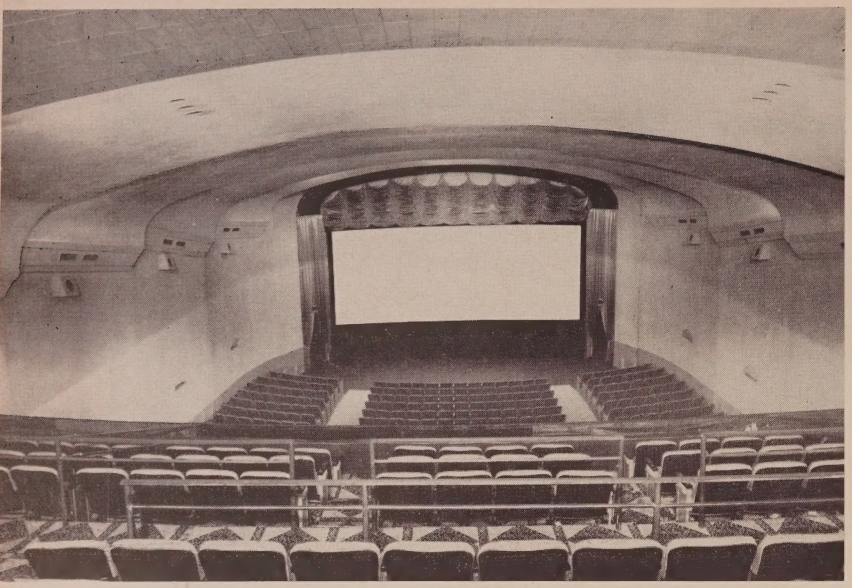
A completely new marquee, splayed to each end of the building, was installed by Artkraft-Strauss. It is of cantilever, platform type, on top of which can be erected electrical displays tailored to the attraction. The only permanent feature of the marquee is the theatre's name in bronze silhouette letters against an illuminated white background. The marquee is equipped with built-in speakers for use during premiers or for special announcements. The old upright has been removed and in its place is an installed smaller sign, featuring the theatre name, and an automatic panel which indicates, alternately, the time and the temperature.

The white terra-cotta brick facade of the building was also cleaned and painted, and the trim was repainted.

REFERENCE DATA

OWNER: Loew's Theatres, Inc.
ARCHITECT: John J. McNamara.
GENERAL CONTRACTOR: Edward Robbins, Inc.
SEATING CAPACITY: 2200 or 2900.

Arc Lamps: C. S. Ashcraft Mfg. Co.
Curtains: Novelty Scenic Studios, Inc.
Drapes: Novelty Scenic Studios, Inc.
Lenses: Bausch & Lomb Optical Co.
Marquee: Artkraft-Strauss.
Motorstair: The Peelle Co.
Projectors: Century Projector Corp.
Seats: American Seating Co. "Bodiform."
Screen: Technikote Co.
Ticket Machines: General Register Co.



LINCOLN •

Miami Beach, Fla.

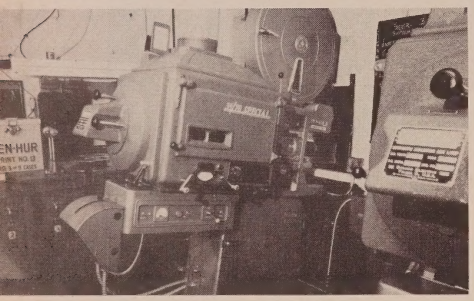
The Lincoln, Miami Beach, is an outstanding remodeled theatre of 1959. Employing excellent taste in decor and furnishings, the theatre now presents Florida patrons with a maximum of comfort and fine technical reproductions in picture and sound.

Costing $130,000, the remodeling job included 70mm projection equipment. The projectors are Victoria X Multi-Purpose, with Strong arc lamps. Rectifiers are Ashcraft and rewinders are Neumade.

Gullistan carpets enhance the setting for the 915 Heywood-Wakefield seats. Proscenium curtains were designed and installed by Joe Hornstein, Inc.

Photos tell the story. Notice the modern marquee with the vertical attraction sign, rising high against the circular front of an overhead office building.

The photo of the foyer shows an attractive lighting fixture with Grecian furnishings. The recessed lighting gives patrons a relaxed atmosphere in which to wait before the attraction.

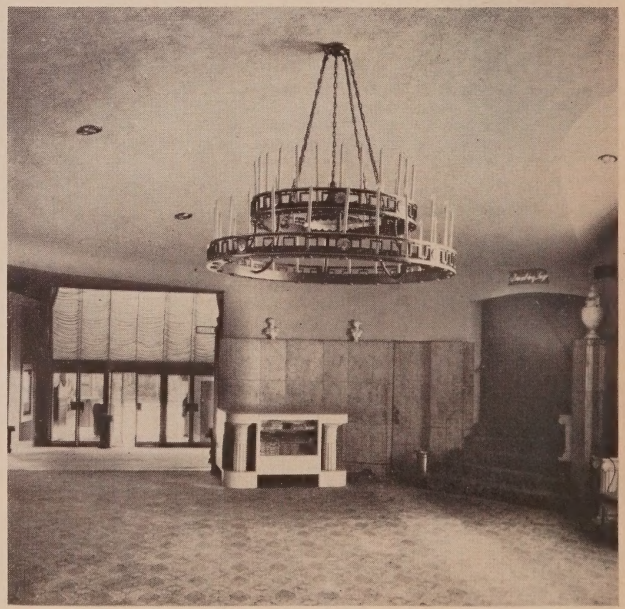


REFERENCE DATA

OWNER: Dade Lincoln Theatre Corporation.
OPERATORS: B. B. Brandt.
DECORATOR, DESIGNER: Ruth Brandt.
COST OF REMODELING: $130,000.
SEATING CAPACITY: 915.

Carpets: A. M. Karagheusian Gullistan.
Chairs: Heywood-Wakefield.
Curtain Controls, Tracks: Automatic Device.
Curtains: Joe Hornstein, Inc.
Projection Machines: Victoria X.
Projection Lamps: Strong.
Rectifiers: Ashcraft.
Lenses: PanaVision, Isco, Bausch & Lomb.
Screen: Raytone.
Sound: Altec.
Speakers: Altec.
Film Cabinets: Neumade.
Rewinders: Neumade.

Supply Dealer: Cinematograph International, Division of Joe Hornstein, Inc.



ODEON •

Harlow, England

The first completely new theatre to be built in Britain by the Rank Organization since the war incorporates many new features of modern design. Dictating to the architects T. P. Bennett and Son and Rank's engineering controller, S. B. Swingler were the three fundamentals—first class all purpose projection, good acoustics (both monoaural and stereophonic), and the best possible viewing conditions.

The projection booth has an almost parallel throw. The auditorium walls are designed to break sound reflections. In consequence, the theatre is a single story stadium-type auditorium with a 59x27 foot screen.

The screen end has no proscenium in the accepted sense, and the entire wall is covered with curtains.

The auditorium seats 1,244 patrons, partly on steppings and partly on sloping floor. From the lowest level, a reversed floor slopes the screen. There is a minimum of 3¼ feet between rows and the seats are several inches wider than usual.

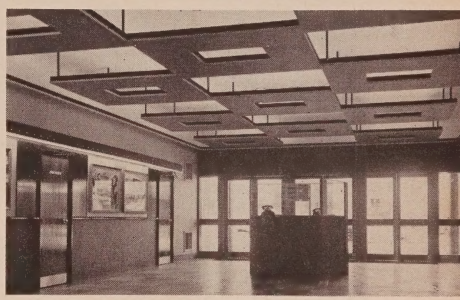
The auditorium has "saw-toothed" load-bearing brick walls, designed to assist in acoustical correction and add interest to the interior. The external bricks are Tuscan facings and the low pitched roof in one long line is covered with dark green asbestos.

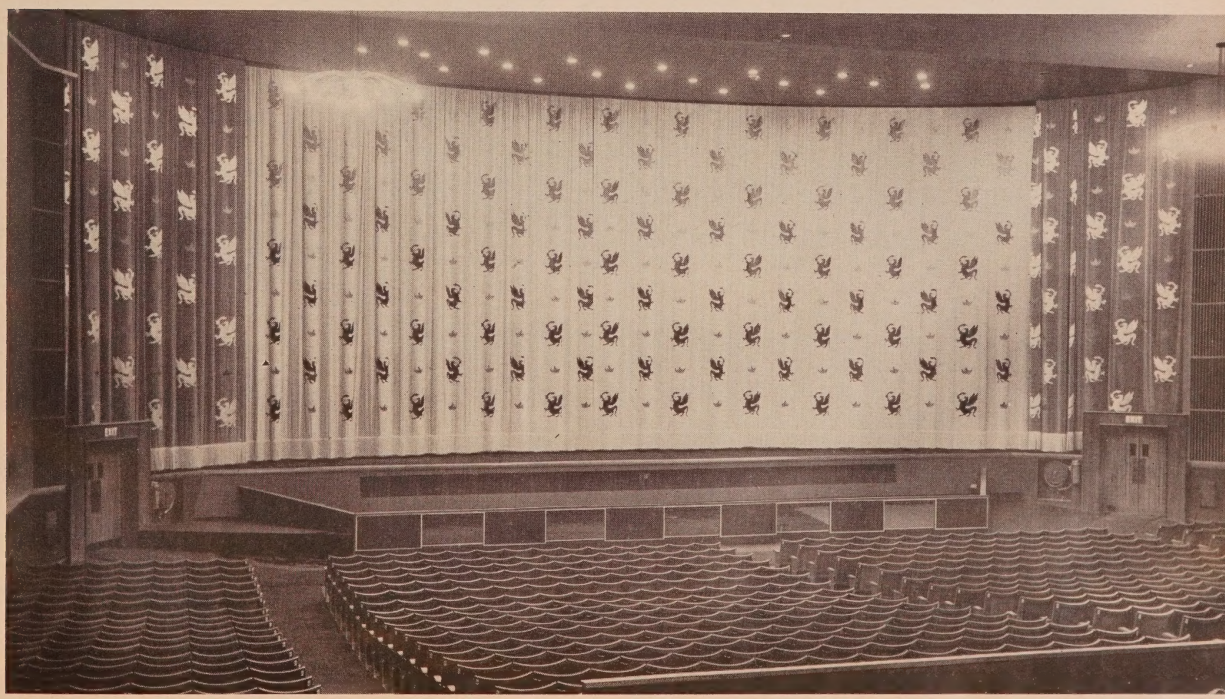
The spacious projection booth incorporates rest rooms, a workshop, and an office. The Philips 70/35mm Todd-AO projectors are equipped with Mole-Richardson arclamps. A Premiere all-purpose lantern is included for slide presentations, and stage spotting and lighting effects. Varamorph variable anamorphic lenses are in use.

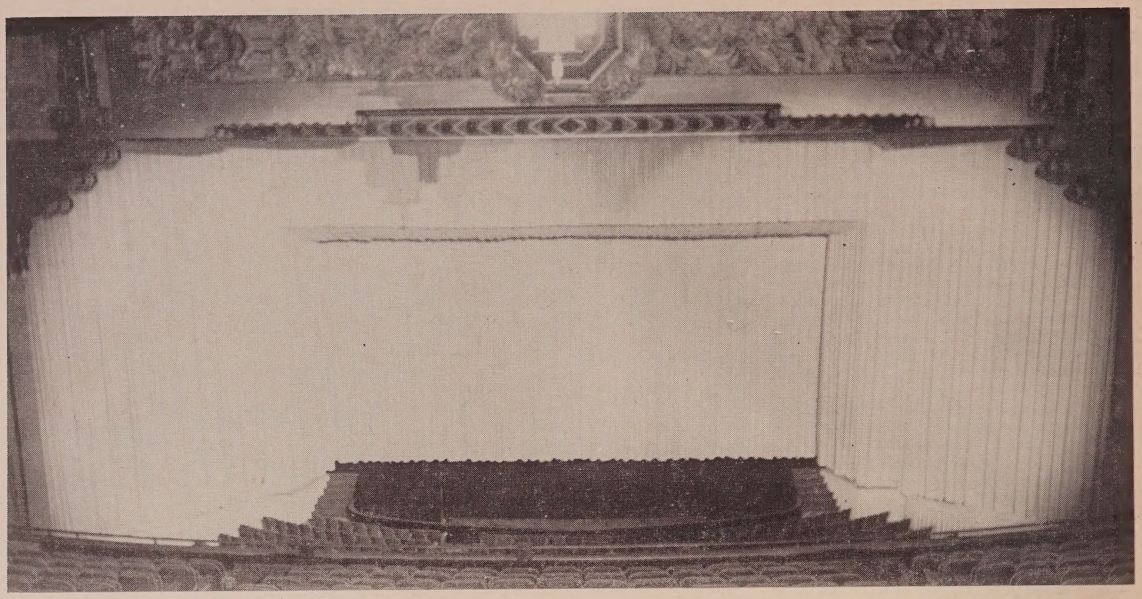
Rectifier units are remotely controlled by switches near the projector stands. Th e floor of the booth is isolated from the main structure with 2 inches of insulation, and a floating concrete floor. The ceiling and part of the walls are treated with acoustic absorption material.

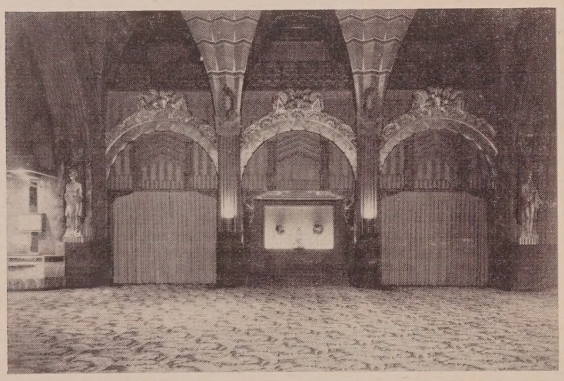
The sound system includes stereophonic amplification for four and six track magnetic films, stage amplification employing a microphone mixer with cardioid microphones, and a dual non-sync four speed record reproducer. Ten auditorium effects speakers in rel fex cabinets are fixed to the side and rear walls.

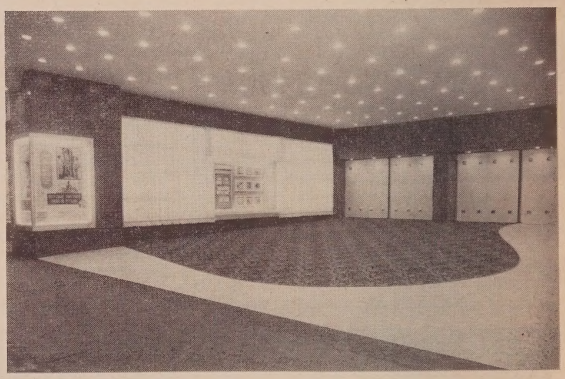
A telesonic loop equipment system for the hard of hearing has been provided by Multitone Electric. By means of small transistorised receivers, the patrons can sit anywhere in the auditorium and hear film, disc, and microphone sound adjusted to their requirements.











RKO PANTAGES •

Los Angeles, California

The attractive RKO Pantages in Los Angeles has many outstanding features. In the auditorium, a new Hurley Super Optical screen, 55 by 27 feet, has been installed. The new screen area treatment eliminated the proscenium arch, and provides a modern setting for the new screen techniques.

The newly installed traveller curtain, covering the giant screen, is made of shimmering gold texture Lurex. The fully modernized seats are upholstered in high pile maroon mohair, over foam rubber cushions with matching padded arm rests. The seat backs are covered with a maroon barkcloth, trimmed with grey.

The Pantages grand foyer is carpeted in a colorful flowered pattern broadloom, flooded with warm down lighting. The entire area has been redecorated in fresh colors, and has been fully refurbished, including the concession counter.

The new boxoffice is flanked by glass-cloth curtained panels, with rear illumination. The walls are mosaic tile in off-black color, highlighted by various colored tile inserts.

The boxoffice and display cases are in white.

NEW CAPRI •

Boston, Mass.

The New Capri, Boston, was completely remodelled, redecorated and redesigned at a cost in excess of $125,000. The New Capri is the site of the former Copley, where for many years E. E. Clive and his stock players presented many successful stage presentations.

The extensive renovations include the installation of a 45-feet marquee, suspended in the air. The long, four-level lobby has been redecorated with walnut paneling and colorful wallpaper. The entire lobby is equipped with new lighting fixtures imported from Italy and Germany. Inside the front lobby, two mosaics have been created by Boston artist Henri Lion, Jr.

The second lobby will serve as an art gallery where each month a different exhibition or one-man art show from Boston galleries will be displayed. In the third lobby, one of the largest refreshment bars in New England is located. Luxurious wall-to-wall carpeting covers the main lobby leading to the orchestra entrances, and the marble stairway to the balcony is set off with a handsome wrought iron and rope banister.

The new projection booth constructed beneath the old booth in the balcony, houses the first American-built 70mm projectors installed in New England. The Super Cinex projectors produced by Ashcraft are coupled with a Century Sound System.

Drapes on both sides of the screen hang 40 feet from the ceiling. Stereophonic sound, reproduced over a series of 10 speakers, fills the theatre with music.

The renovation of this Sack theatre, including all the designing and decorating, has been under the direction of Louis Chiaramonte, with the assistance of Lou Golden on the draperies.

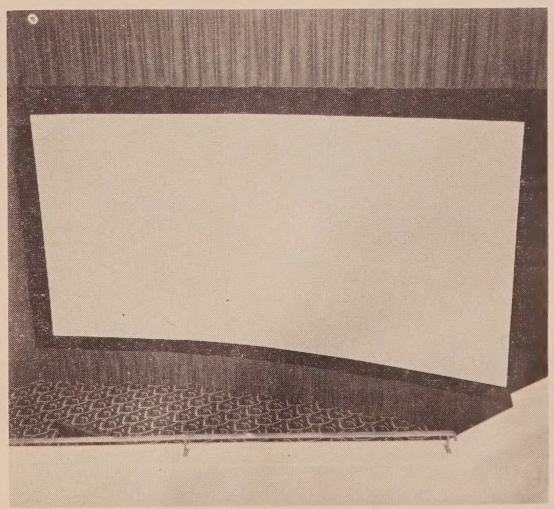
The New Capri was reopened on Christmas Day with Solomon and Sheba as the feature. A special charity performance was given two days before reopening, and a sellout audience was the first to see the remodeled conventional.

The New Capri is owned by Benjamin Sack, president of Sack Theatres. Other theatres owned by Sack are: Saxon, Gary, and Beacon Hill.

REFERENCE DATA

OWNER: Sack Theatres.
ARCHITECT: Louis Chiaramonte.
COST OF REMODELING: $125,000.
Carpets: Borison & Company.
Drapes: Lou Golden.
Marquee: University Sign Co.
Mosaic Tiles: Henri Lion, Jr.
Proj. Machines: C. S. Ashcraft Mfg. Co.
Sound: Century Projector Corp.
Supply Dealer: Mass. Theatre Equip. Co.

Above photo shows the new marquee installed at the Capri, Boston. University Sign Company, largest marquee firm in the city, made the installation. The original marquee was removed, and now adorns the rear of the theatre. Photo at bottom left shows attractive interior decoration at the Capri. The walls are paneled in a mahogany shade of wood. New lighting fixtures were installed throughout. Attractive carpets were installed by Borison & Company of Brookline. New England stairway leads to balcony. Louis Chiaramonte is responsible for both decorations and remodeling. Bottom right photo shows the new screen, bordered by 40-feet-long drapes, hung from ceiling to floor.



PARADISE •

Calcutta, India

The Paradise, situated on Bentinck Street, just at the corner of Chowringhee Road and Dharamtollah Crossing, was recently renovated, turning it into a true paradise for Indian theatre-goers.

The original seating was entirely removed, and the false ceiling plus the decorative plaster on the walls was stripped, leaving only bare brick-work and iron beams.

Entensive structural alterations were made to the proscenium to permit the installation of a new 28-foot wide screen. The balcony was also altered to permit maximum viewing.

The entrance to the lobby was also changed to permit the installation of six large glass-paneled doors. Indirect lighting over a large top canopy was installed. A large metal grille and the illuminated staircase to the upper lounge was designed, as was the rest of the theatre, by Calcutta architect and designer Sri Sudhansu Chaudhury.

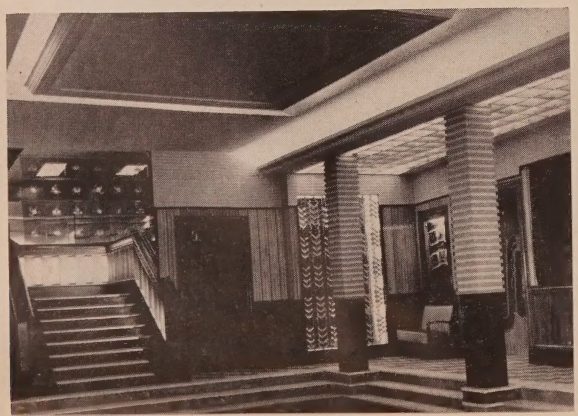
The stairs leading to the upper foyer are in paneled, polished teak, with frosted glass on the sides, concealing fluorescent lighting. Higher up, both sides are flanked with small glass mirrored panels, intricately etched with oriental motifs. The top lounge is decorated with similar mirrored glasses, into which are engraved artistic compositions depicting oriental mythology and sentiment.

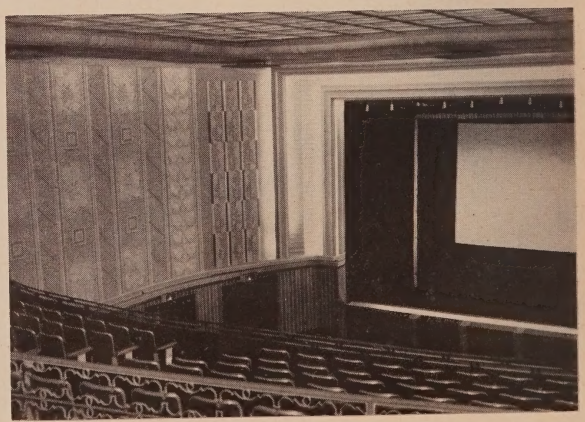
Polished woodwork is extensively used in panelling doors and side walls to harmonize with the illuminated mirrored glass designs.

REFERENCE DATA

OWNER: Bengall Properties Private, Ltd. and Kapurchand Private, Ltd.
SEATING CAPACITY: 1,118.

Air Conditioning: York.
Chairs: Pen Workers, Bombay.
Changeovers: Thide Manufacturing Co.
Decorator: Chaudhury Studios.
Lenses: Super Prominar F 1.9.
Manager: Ramesh Kapurchand Mehta.
Projection Lamps: Westrex.
Projection Machines: Century.
Screen: Matte White Plastic.
Sound: Westrex.
Supply Dealer: Westrex India.





PRESTON ROYAL •

Dallas, Texas

The first new hard-top to be built in Dallas in more than a decade was opened this year by exhibitor-producers B. R. and Gordon McLendon, father and son team.

This was the first conventional built in 12 years, while the Dallas population increased more than double during the same period.

The theatre is located in the new Preston Royal Shopping Village, in one of the new sections of North Dallas, with a population of 25,000 within three miles of the theatre. The area served is composed of the top income group.

The architect was Raymond F. Smith of Dallas. Construction took approximately eight months. It is reinforced concrete construction, with masonry curtain walls. Cost of the building was $140,000, and equipment, including air conditioning, cost $125,000.

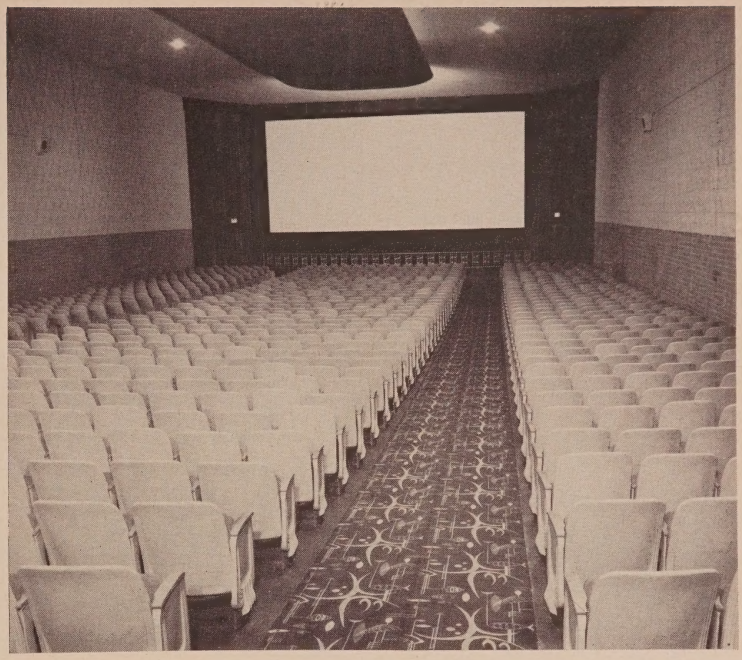
The auditorium is 60 by 150 feet, and seats 1000 persons. The entrance, 40 by 72 feet, is at right angles to the auditorium.

The theatre front is of concrete beams with porcelain attraction signs. Behind is a solar screen, the back wall of which is lighted with floods on a power dimmer, to give changeable color.

The lobby is 30 by 50 feet, with the concession stand on one side, and a huge drape on the other. Hondorus mahogany paneling and vinyl wall covering is also used in the lobby. Above the doors to the inner lobby are mirrors, with gold tinted mirrors above the back bar in the concession area. Above the concession area is a "canopy" of structural aluminum, covered with blue plastic, and the front of the "canopy" is suspended from the ceiling by brass rods.

Lighting in this area is by "tear drop" fixtures at random heights and random placing, in red-turquoise and yellow Venetian glass. The Fiberglass drape is a natural background, with "hour glass" figures in black, turquoise, and tangerine. The concession area floor is marbleized vinyl.

The inner foyer is designed as a "garden area" with walls of ledge stone, one side being an area of plastic plantings, with a waterfall; while the opposite wall contains an aquarium.



REFERENCE DATA

OWNER: McLendon Radio Pictures.
OPERATORS: B. R. and Gordon McLendon.
ARCHITECT: Raymond F. Smith.
COST OF BUILDING: $140,000.
COST OF EQUIPMENT: $125,000.
SEATING CAPACITY: 1000.

Air Conditioning: Harvester Engines, Chrysler Compressors, Drayer-Hansen Condensers.
Attraction Box, Signs: J. F. Zimmerman Sign Co.
Carpets: Alexander-Smith.
Chairs: American Bodiform.
Coin Changer: Brandt.
Curtains: Ruth Ainsworth Company.
Curtain Controls, Tracks: Vallen.
Generator: Hertner.
Projection Lamps: Strong.
Projection Machines: Victoria X.
Screen: Hurley.
Sign Letters: Wagner.
Sound: Altec.
Supply Dealer: Modern Sales and Service, Inc.
Ticket Issuing Machine: General Register.

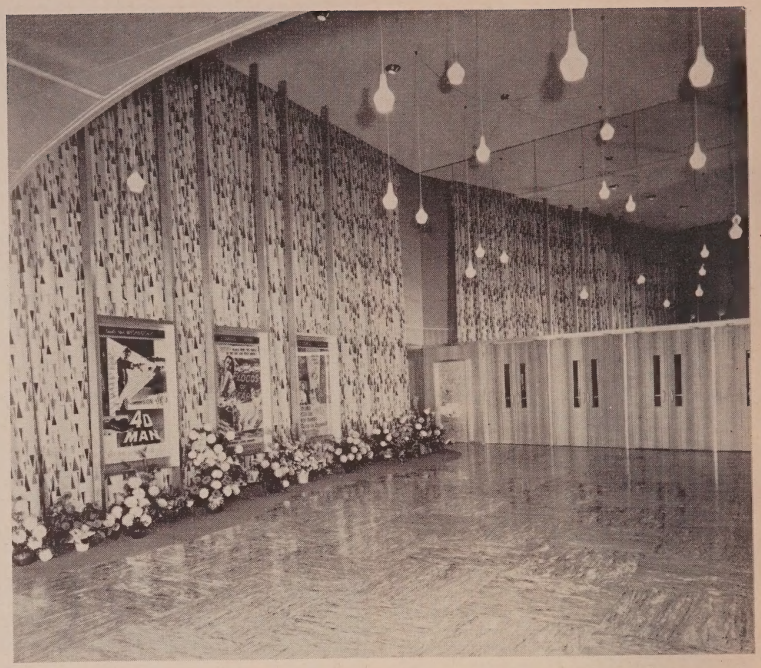
The ladies' lounge is natural wood wainscote, with gold vinyl wall covering above, Formica counter with a solid wall of mirrors, and flooring in white vinyl with gold marbleizing. Toilet rooms have ceramic tile walls and marble partitions.

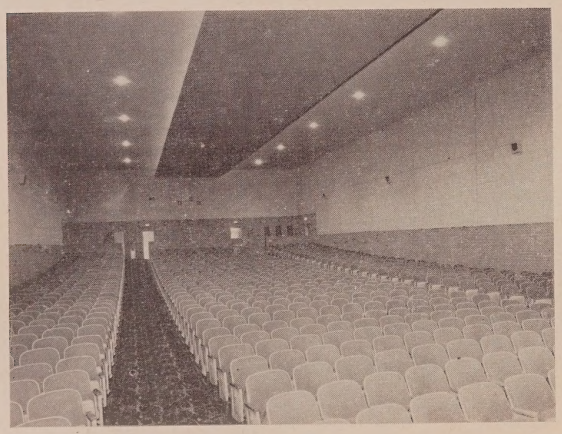
The men's lounge is basically the same as the ladies, using figured gum wainscote and blue vinyl above. Both lounges have touches of wrought-iron grills for interest.

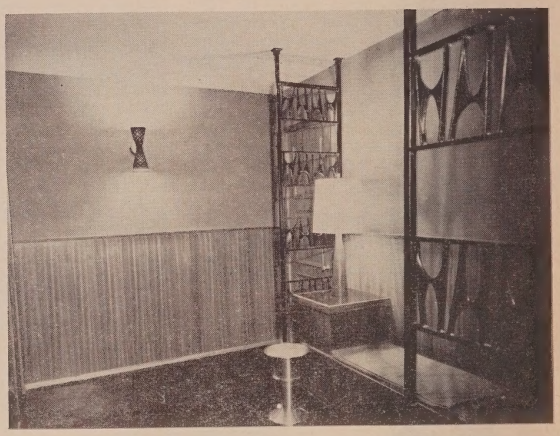
Seating is all on one floor, with a standee area at the rear. There is no stage or screen platform, and the front area is draped from wall-to-wall. The screen size for scope is 40 by 17; and regular picture 31 by 17. Variable maskings are controlled from the projection room.

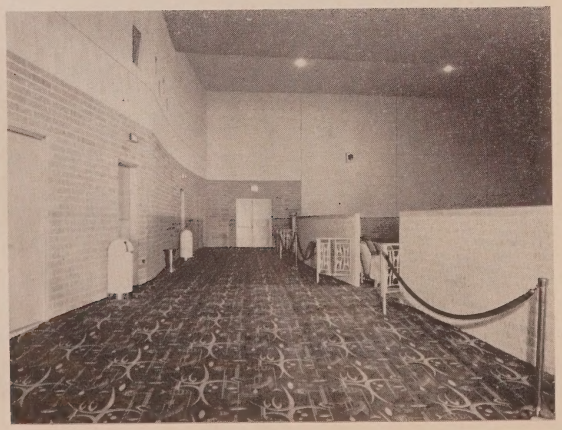
Drapes are tangerine in color, and seats are upholstered in tangerine nylon, with a gold fleck thread. Walls are painted "Hi-Lite" cinder block, with a wainscote of "Holiday Hill Stone" in a sandalwood color. Cinder blocks are turquoise, and the ceiling, in acoustical plaster, is cedar-rose in color, with the combination air conditioning duct and light cove in a darkened shade. Turquoise neon lighting, on dimmers, is in the cove.

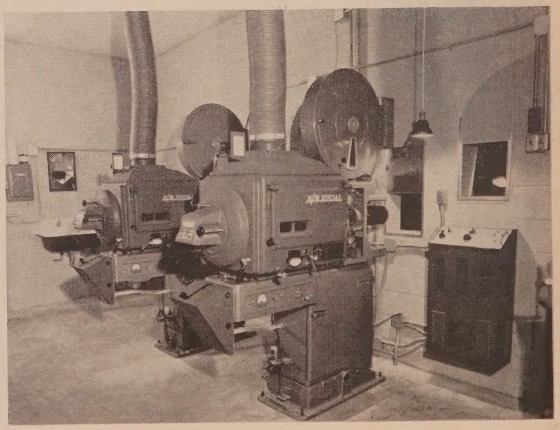
Air conditioning is gas powered, and supplied by the Ready-Power Company. The unit comprises International Harvester engines and Chrysler compressors. Drayer-Hansen air units and condensers are used.











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CENTURY THEATRE ..... Buffalo, N. Y.
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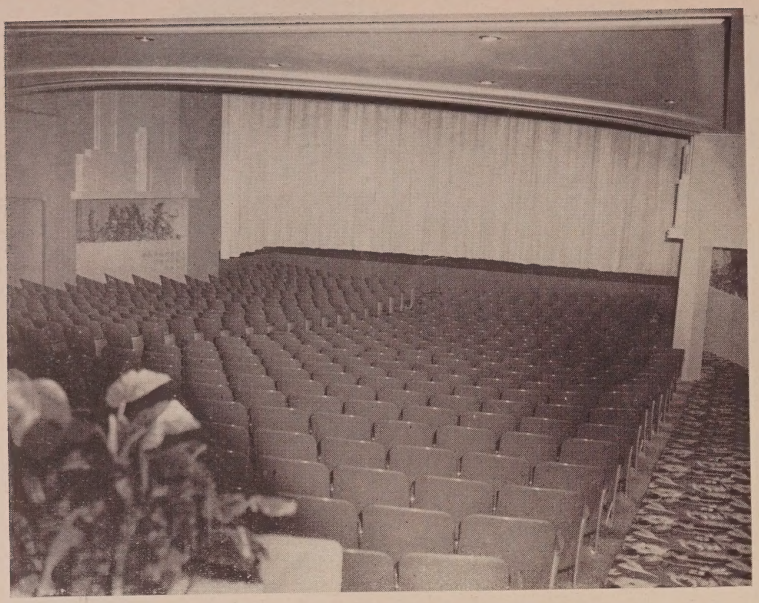
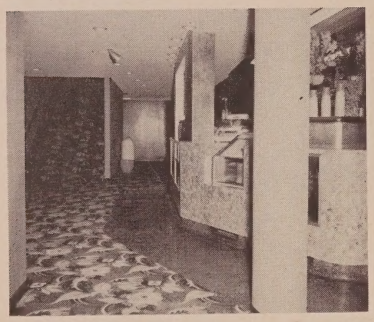




UNITED ARTISTS •

San Francisco, California

San Francisco, the Paris of the Pacific, added another attraction to its wealth of impressive landmarks when the United Artists re-opened after undergoing a thorough $250,000 renovation.

Built by J. D. and Sid Grauman in 1912, the UA was closed by current owner Sherrill C. Corwin, and relighted a month later with "Some Like It Hot."

Done over from sidewalk to screen, the UA's new look is evident as soon as the theatre itself becomes visible. And the new five-liner marquee, installed by QRS Neon Company with its glass by Bevelite Company, is visible from a more than mean distance. From the marquee to the all-glass entrance doors there is a terrazo design. The old box office, which had been in the center of the outer entrance, has been moved to the right side. The shadow-box poster boxes are prominent outside the theatre and also on the mezzanine.

The interior fully measures up to the promise of quality the visitor gathers from the house's sidewalk appearance. Magnicite, sound absorbent floors covered with extra deep carpeting in red, black and beige—by F and C Floor Covering—lead to the American Seating Company's new 21-inch lounger seats, re-spaced to measure a full three feet from back to back. To accomplish this spacious arrangement, 108 seats were eliminated, reducing the house to a capacity of 1,100. The completely new candy counter is in the center of the lobby, a more promising merchandising position compared to the old stand which was off to one side. Equipment for the counter is by Sinicrope and Sons.

The persimmon colored exterior continues to a persimmon, charcoal, white and lemon interior motif throughout, with credit for the luxurious lobby due the Farrol Art Company.

As the color motif tends to create the illusion that the theatre has drawn the sidewalk into its lobby, the new interior side wall decorations featuring plants and small shrubs, bring some of the outdoors into the orchestra auditorium.

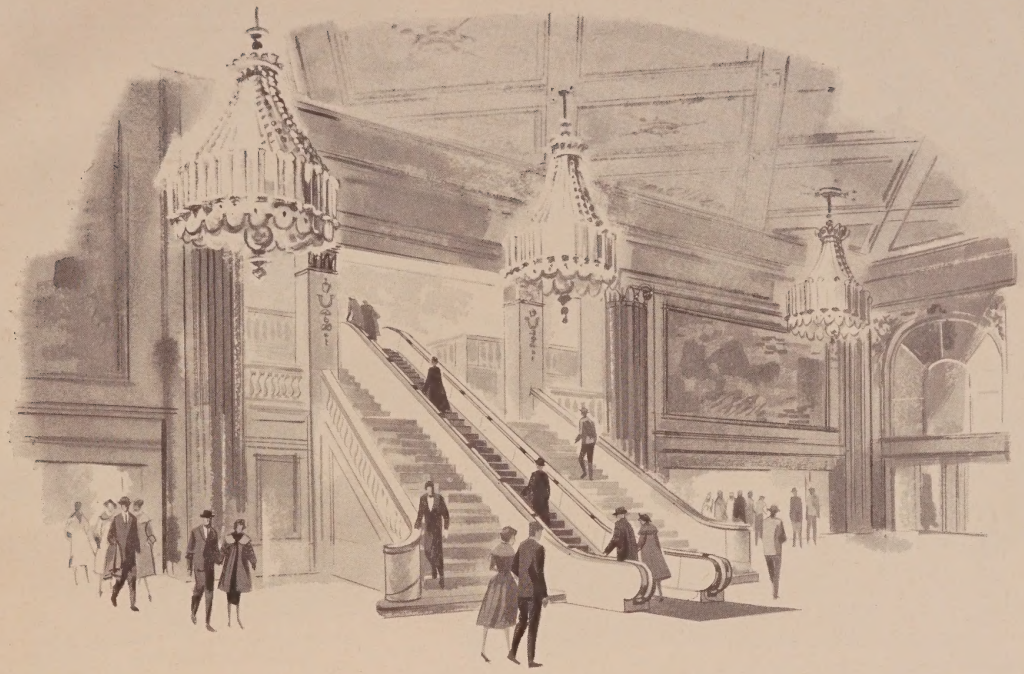
The proscenium arch has been widened and moved to accommodate a 50 foot screen that will handle all process except Cinerama. One hundred feet of pearl grey closing curtain sweeps from side walls across the screen.

Corwin, president of Metropolitan Theatres Inc., and head of the North Coast Theatres Corporation, engaged architect Carl G. Moeller, decorators A. J. and Tony Heinbergen, and construction engineer Carl Johnson for the renovation. The city, in appreciation of the glamor added by the UA's new look, awarded Corwin a Citation of Achievement.

REFERENCE DATA

OWNER: Sherrill C. Corwin.
OPERATOR: Metropolitan Theatres, Inc.
ARCHITECT: Carl G. Moeller.
COST OF REMODELING: $250,000.
SEATING CAPACITY: 1,100.

Air Conditioning: Smith Electric Co.
Carpets: F & C Floor Covering.
Concession Counter: Sinicrope & Sons.
Marquee: QRS Neon.
Seats: American Seating.



The beautiful

PEELLE MOTORSTAIR

adds to the glamour of the NEW LOEW'S CAPITOL

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Imagine, too, such a Peelle Motorstair in your own theatre...with colors to harmonize with the interior décor...and colored handrails with contrasting color spacers, as Peelle alone makes them. The beauty, luxury and convenience of such a Motorstair are just as necessary in the better modern theatre as air conditioning and larger screens.

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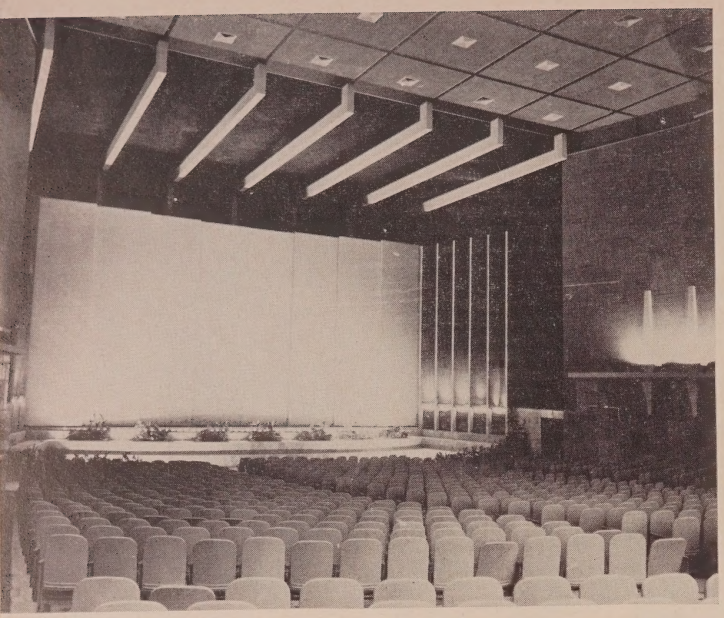


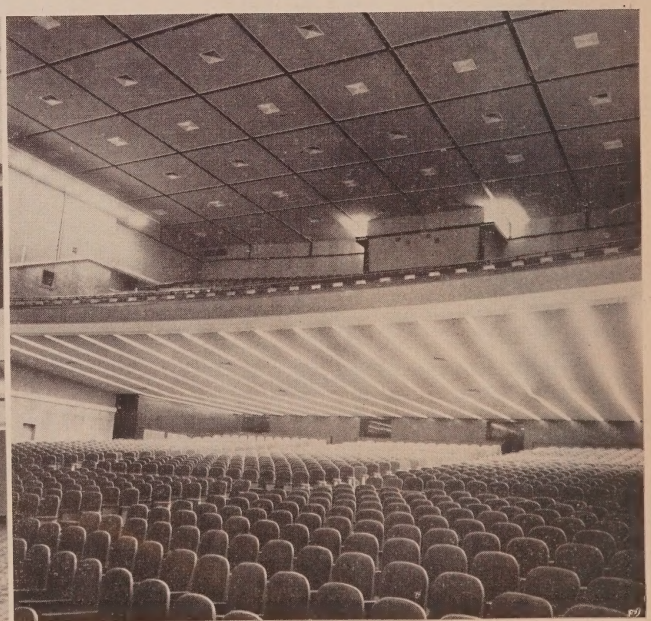
LATINO •

Mexico City, Mexico

REFERENCE DATA

OWNER: Cia. Operadora De Teatros.
ARCHITECT: Carlos Vergara Omana.
COST OF BUILDING: 1,000,000. Dlls.
COST OF EQUIPMENT: 14,000. Dlls.
SEATING CAPACITY: 2,800.
SIZE OF LOT: 10.-35 x 83 Mts.

Acoustical Material: Termacustic.
Carpets: Luxor Mexican.
Chairs: Mexican
Changeovers: Zipper
Decorator: Carlos Vergara Omana.
Display Frames: Mahogany.
Film Cabinets: Westrex.
Generators: Imperial Steady Power.
Lenses: Super Hilux.
Policy: First Run.
Projection Lamps: Ashcraft.
Projection Machines: Century.
Rewinders: GoldE.
Screen: Perlux.
Signs: Slim Line.
Sign Letters: Adler.
Sound: Westrex.
Supply Dealer: Westrex.
Ticket Issuing Machine: Automaticket.
Vending: Circular Design.



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STANLEY •

Phila., Penna.

To the tune of more than a half-million dollars, Stanley Warner Circuit, with the help of architect William H. Lee, outdid itself in remodeling, refurbishing, and re-equipping, as the 39-year-old Stanley, Philadelphia, received a treatment that has made it one of the nation's "showplaces."

First the spacious lobby was rebuilt and redecorated. The street wall consists of mosaic tile and formica, with aluminum and glass doors. The rear of the boxoffice is screened in fruit wood formica, with gold and aluminum trimmings. The interior walls are composed of marble and formica (wood grained) tile, which makes cleaning and maintenance an easy task. Inside doors are of bronze and glass, with two additional sets of padded leatherette doors. Two handsome tile planters decorate the lobby.

The lobby ceiling is decorated with three beautiful imported crystal chandeliers. The ceiling is also covered and illuminated by indirect cathode lighting, and is spotted throughout with pin-point effect lighting.

Photo shows the $10,000 candy stand, standee poles for orderly entrance and exit, and the beautiful leatherette doors leading to the auditorium.

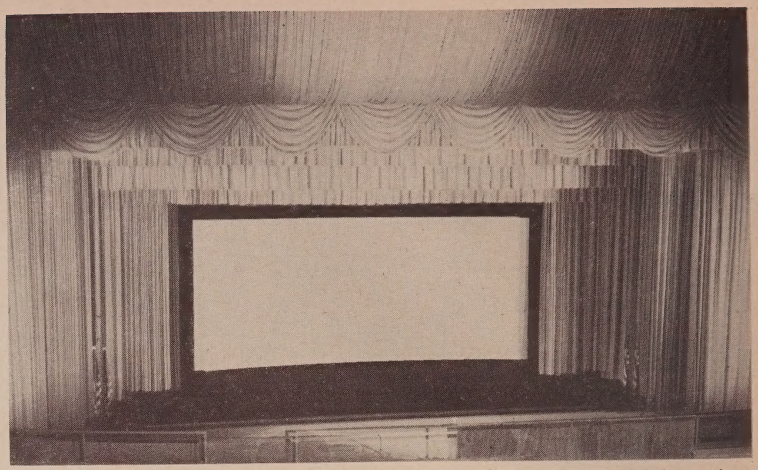


Photo shows the elaborate proscenium curtains, installed by Dave Brodsky, and the spacious Hurley screen. Four thousand yards of gray and gold damask were used to make the lovely ballroom drape.

The ladies rooms are equipped with especially designed make-up tables, and decorated with mirrors and appropriate lighting fixtures over the tables. Decorated screens have also been installed. William Borrow was the artist who hand painted the screens. The lower floor ladies room is done with a blue, white, and gold color decor, while the mezzanine floor room is done in pink, black, and aqua.

The orchestra auditorium is completely equipped with new "lounger" type chairs, made by the American Seating Company. The chairs are comfortably spaced 38 inches from back to back, affording ample "legroom," and permitting patrons to pass between the seat rows without the need of disturbing persons already seated.

The balcony seating arrangements were spaciously enlarged to permit installation of American Seating's "Bodiform" chairs, which are spaced 38 to 42-inches back to back. The seats are upholstered with gold nylon fabric. In reseating of the balcony, completely new seating platforms were built.

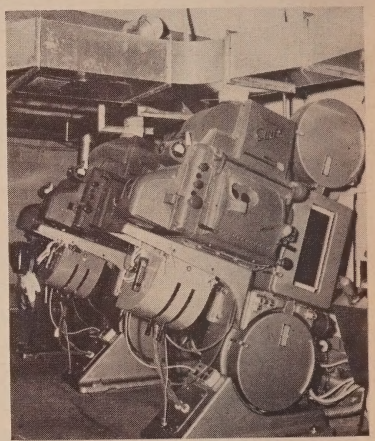
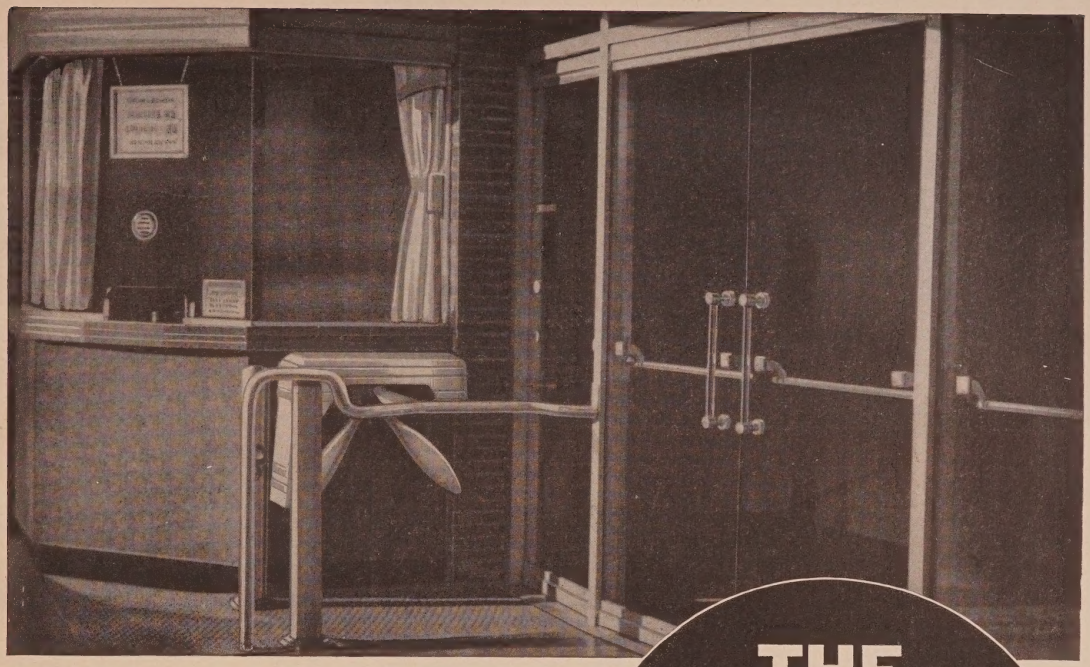


Photo shows the Phillips Todd A-O 70mm projectors, with Ashcraft arc lamps, installed in the newly built projection booth. Modern equipment complements the modern design used throughout the luxurious theatre.

Photo at left shows part of George Harding's mural "Le Carnival" (upper right); recessed ABC vending machines with formica trim; spacious standee area; new glass and bronze doors; and planters (through doors). Photo at right shows ornate imported crystal chandeliers; recessed spots in ceiling; attractive poster case; plant box; and rear of boxoffice with leather seat.



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When You Install a Perey Theatre Turnstile you get more than just a machine. You get the benefit of operating your box office efficiently without the ticket taker or tickets.

The Cashier collects the admissions and the Perey Turnstile checks the cashier by means of a register in the turnstile. No tickets are required as the turnstile register automatically counts each patron entering the theatre.

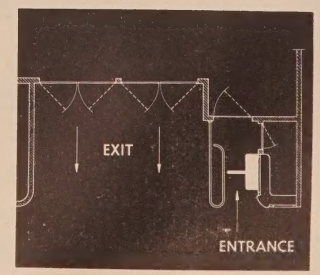
Simple Method of Operation. The box office is equipped with a Perey Theatre Type, Registering, Two-Way Turnstile under the control of the cashier. Patron pays admission charges to the cashier, then passes through the Perey Turnstile which automatically registers his admission. The patron is automatically guided from the box office to the entrance door by properly designed railings located so that the entrance passageway is always under the control of the cashier.

No tickets are required. The turnstile register checks against the cashier's receipts. No ticket taker is needed.

Where Rates Change at different hours of the same day—readings of the register are taken at the time the rate change goes into effect.

When There Is a Price Differential between adults and children—the turnstile is equipped with an extra register for child admissions. In addition, there is an overhead visual indicator which lights up when the child admission is registered, thus checking against any possible manipulation by the cashier of adult and child admission receipts.

Perey Systems Satisfy the Fire Department. Installations of the Perey Theatre Type Turnstiles are in operation in most of the large cities of the country where fire department rules are of the strictest. The Perey Application Engineers design the systems so that there are always as many Exits as required to satisfy the Fire Dept. **The Entrance is so designed** that it takes a minimum of space and is located in such a way as not to interfere with an Exit. In fact, the entrance becomes an additional exit in case of emergency. The Perey Theatre Type Turnstile is always of the two-way passage type, permitting free exit in case of necessity.



An arrangement with cashier booth at side of lobby.

PEREY TURNSTILE COMPANY

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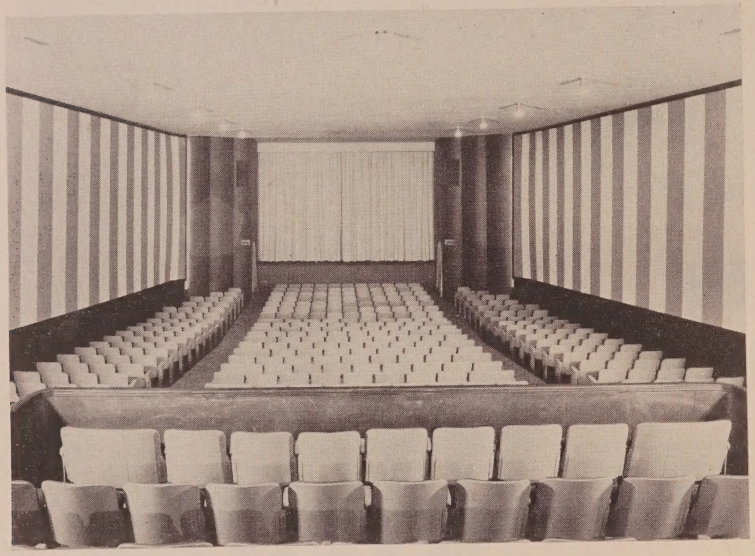

TOWNE •

Denver, Colorado

The remodeled Towne, Denver, is an example of one of many attractive theatres in an expanding circuit. Eastern Management Corporation of Newark, New Jersey, has been expanding operations this year, and Bruno Kern, director of advertising and exploitation, says that great strides have been made.

The Towne is an example of the forward stride. This attractive theatre was reopened in November, following an extensive remodeling program. The front and exterior of the theatre was refurbished with sections of mosaic tile and colored glass. New aluminum-frame glass doors were installed.

The existing marquee was refurbished with Wagner glass panels and Bevelite letters. A new chaser was installed on top and bottom of the marquee. High Hat down lighting was also installed in the soffit.

Advertising frames were installed on the face of the building and in the lobby. The frames are Bevelite, and are 40 by 60.

The entrance was also remodeled, with the building of a new boxoffice. The boxoffice features mosaic tile side walls. The lobby was also improved with down lighting and a vinyl asbestos floor.

In the lounge, new carpeting, full wall mirrors, new furniture, and new lighting were installed. A vanity bar was put in the powder room, along with vicratex wall covering.

REFERENCE DATA

OWNER: Eastern Theatres.
OPERATORS: Herbert Howe.
ARCHITECT: Sidney Schenker.
COST OF REMODELING: $55,000.
SEATING CAPACITY: 585.

Advertising Frames: Bevelite.
Carpets: Bigelow.
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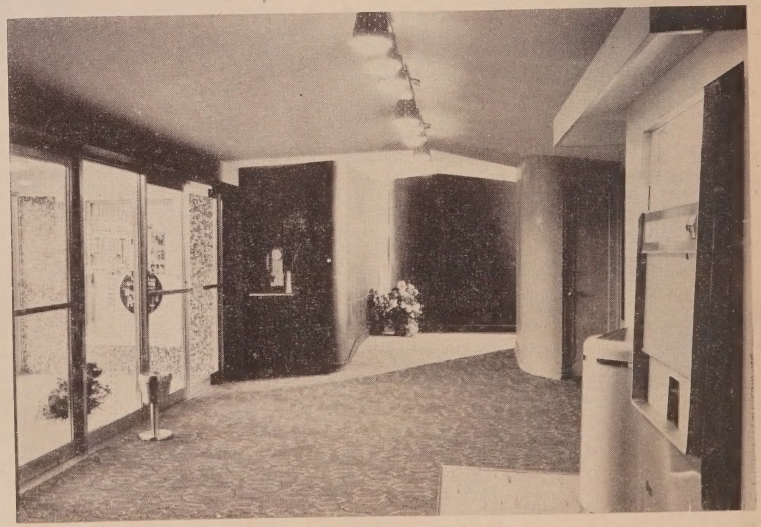

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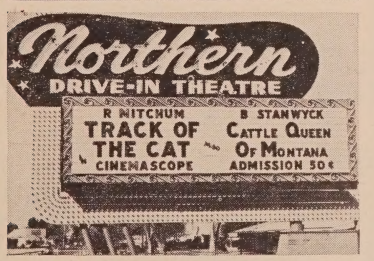

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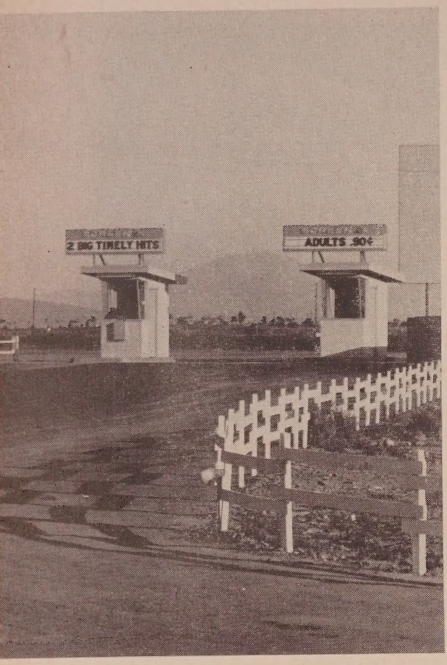
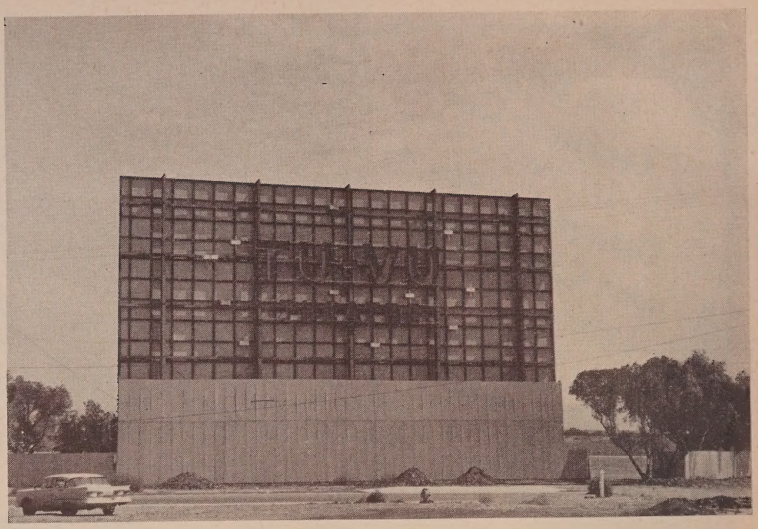


Two boxoffices accommodate the double entrance at the Tu-Vu. Electrical Products erected the sign and marquee. Ticket issuing machine is Automaticket. Supply dealer for the Tu-Vu was the Ballantyne Company of Omaha, Nebraska.



An unusual design concept in twin-screen drive-in theatres is displayed at the Tu-Vu, San Diego, California. The screens are located at angles from the projection room which is at the center front of the overall tract of land.

TU-VU DRIVE IN •

San Diego, California

A new concept in out-door theatres has been built in the San Diego area. The theatre, featuring two screens, is the first of its kind on the West Coast, according to Theodore Tanner, who headed the building project.

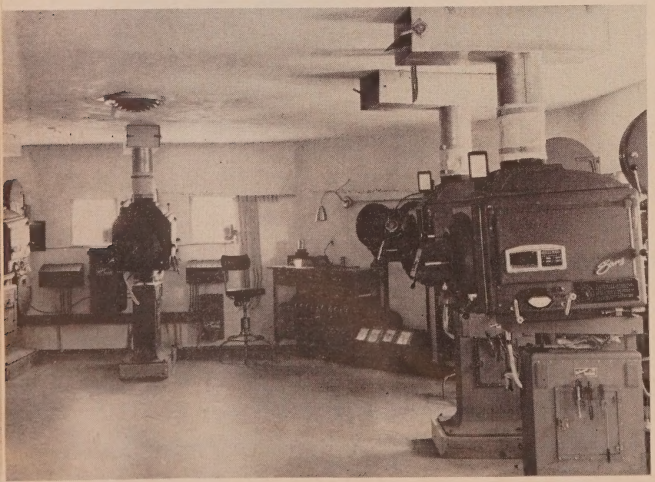
The Two View, hence Tu-Vu, has two 45'x 90' screens to accommodate patrons in 1,939 cars. Two boxoffices allow patrons to enter ramps for either of the two screens. Projection for the Tu-Vu screens entails the following: Century projectors; Strong 135 arc lamps; Strong rectifiers; Golde rewinders and film cabinets; Century changeover, and Bausch and Lomb 1.7 lenses.

Sound equipment is Ballantyne, and was installed by the Ballantyne Company of Omaha, Nebraska. In-Car speakers are Ballantyne Double Cone models.

The buildings, which are frame stucco, are entirely air conditioned with Carrier Corporation equipment. The concession building houses Dill & Company equipment. Cost of the buildings, exclusive of equipment, was $150,000. The cost of equipment was $56,000. The size of the Tu-Vu lot is 18 acres.

Owned by Empire Drive-In Theatres, Incorporated, the theatre is operated by the Tu-Vu Drive-In Corp. The architect for the project was Stanly Burne of San Diego, California.

The unique projection booth of the Tu-Vu has two sets of projection and sound equipment, located side by side. Films are shown simultaneously, and then transposed between the two sets of equipment. Century projectors are used with Strong rectifiers and arc lamps. Lenses are Bausch and Lomb; film cabinets are Golde.



The centrally located concession counter of the Tu-Vu features a cafeteria-type layout which provides fast service for patrons. Candy, popcorn, ice cream sundaes and bars, hot dogs, chili hot dogs, taquitoes, chili and beans, tamales and pizza are served from the two spacious lanes.

The Importance Of Theatre Curtains

A Complete Discussion Of The Definite Need For Attractive Curtains In Today's Theatre

By A. I. Kessler
President
Novelty Scenic Studios

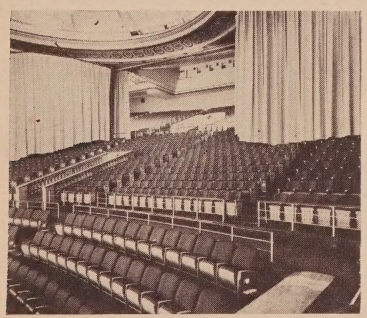
■ Theatre management can no longer be complacent or indifferent to the appearance of their properties. Innovations that appeal to the public and draw them inside are equally as important as the films they show. Drives to entice patronage to shabby, run down theatres by "give aways" of one sort or another, are hopeless tools with which to win customers.

A. I. Kessler

Showmanship is a failure when owners permit theatres to become run-down, unsanitary, dilapidated and depressing. In numerous theatres the carpets are worn, seats are broken and the upholstery is torn, curtains and draperies are frayed and discolored from age, and walls have not been painted or recovered with new fabrics for years. Why is it astonishing that people are not attracted to patronize these theatres?

The old movie theatre with its cavernous framework and obsolete ornamentation may have been a palace in past years, but in truth, many of them are now bleak, dirty, musty museum pieces.

The passing of time, the inroads of television and other forms of entertainment demand a sound approach for solving the problem of decreased box-office receipts. There seems to be an awakening to the urgency of this problem. Many of the new art theatres have demonstrated that they can draw people into clean, well appointed interiors where patrons can better enjoy a program and relax in a pleasing and restful atmosphere.



View of divans and mezzanine of the new Loew's State, illustrating double set of cut-off curtains which permit seating reduction.

In New York, the Loew Circuit started a program of rehabilitation with their flagship, the State. They invested a considerable sum of money for modernization. Undoubtedly they have faith in the theatre business. The seating, carpeting, painting, draperies and magnificent contour curtain all lend warmth, interest, and glamour to the whole interior. Tastefully decorated, yet simple in theme, it draws patrons. Loew has also completed refurbishment of their Capitol, a landmark of past fine theatres. Today, the Capitol sparkles anew, beautiful in concept, fascinating in elegance, and a place where all can enjoy their favorite entertainment to the fullest extent.

Other progressive and alert operators in New York and other cities have followed suit with their own programs of modernization and rehabilitation. They realize that it makes good sense to invest money to stimulate and maintain patronage.

In a very large theatre, such as the Capitol in New York, Novelty Scenic installed, in addition to the contour curtain and draperies, divisional curtains in the balcony which operate laterally from side to side, as well as curtains that operate up and down. All work by remote control. The purpose of these curtains is to close off areas and make the theatre more intimate when patronage is slack.

Some theatremen are under the impression that the costs involved to modernize are prohibitive. This is a fallacy based neither on sound thinking nor simple economics. Such improvements invariably pay for themselves in due course.

The stage is the focal point in a theatre. A contour curtain, beautifully draped, rising high in its majestic sweep, folding gracefully in its movement, is quite dramatic to view. There is glamour and luxuriousness in its contours, which leaves a terrific impact on an audience. Proper fabric colors used with proper lighting add immeasureably to its beauty. Even with the rigging materials required and the motors for operation, the cost is not comparatively high.

The average man in the street is probably not interested in styles of architecture, ornament and color, yet his emotions are deeply affected by these elements. A great variety of materials are employed in today's decor. Their psychological impact increases in value in proportion to the skill and aptitude of their application. It takes careful planning, trained personnel, long experience, expert direction, thoroughness, and profound understanding of the materials to be used, and the methods to be employed to produce desirable and worthwhile results. In short, it requires basic know-how.

This is the problem from Broadway to Main Street: namely, to keep your patronage and build upon it constantly. One positive tool, therefore, is to innovate, renovate, and redecorate. People go to the theatre to escape the tensions and anxieties of everyday life. They go for entertainment and relaxation. They look forward with eagerness to the glamour and luxury of the surroundings. It is wise to give them this atmosphere. It encourages the tired patron to transcend reality, and, for a few hours enjoy the fantasy and magic of the picture.

It is well to remember and repeat, Motion Pictures are still the cheapest and best form of entertainment, but a theatre needs an inviting interior to keep patrons returning.

Photos show beautiful Contour Drape, another outstanding Novelty Scenic Studio installation at the new Loew's Capitol Theatre, New York City.

Escalator Installations For Modern Theatres

A Detailed Description Of The Peelle Motorstair In The Loew's Capitol

By Robert Ludy
General Sales Engineer
The Peelle Company

Upon the recent reopening in New York City of the Loew's Capitol, one of Broadway's prominent theatres, among the many outstanding features to be brought to the theatre-goers' attention was the Peelle Motorstair, manufactured and installed by The Peelle Company of Brooklyn, New York. The original grand marble stairway from the Grand Lobby to the mezzanine and lounge floor above is now divided into two stairs with the motorstair in the center.

In keeping with the rich decor of the Grand Lobby with its beautiful William Cotton murals and rock crystal chandeliers of yesteryear, the Peelle Motorstair is finished in classic bronze and white Cararra marble. The moving handrails are in gold-colored plastic, with spacers of contrasting black plastic spaced evenly throughout their length.

The installation of the escalator has met the hearty approval of the patrons of this theatre. It does away with the long climb up the grand stairway, especially for the older people, and those troubled with health conditions that prohibit stair climbing. It has increased the desirability of seating on the balcony level consisting of 2,100 of the total of 3,662 seats.

Repeat Customers

Peelle Motorstairs are fast gaining acceptance throughout the United States and Canada due to their many unique features in performance, safety, low maintenance costs and appearance. Their mechanical excellence is attested by the fact that two thirds of many users of Peelle Motorstairs are repeat customers.

The "CD" model, which has been in production for the past four years, is building up an enviable safety record in the moving stairway industry. Company engineers are constantly carrying on research to reduce maintenance cost and "out of service" time.

Without a doubt, the outstanding feature of the Peelle Motorstair is its distinctive hand rail design, a dramatic improvement over the strictly utilitarian moving handrail long in vogue. It is unspliced, eliminating unsightly vulcanized joints, yet far easier and less expensive to repair than any previous type.

These handrails are positive driven by steel roller chains and sprockets from the step train, eliminating any slippage or jerkiness. In case of a damaged handrail, repairs can be accomplished in approximately two hours which is a great savings in time over the conventional handrail.

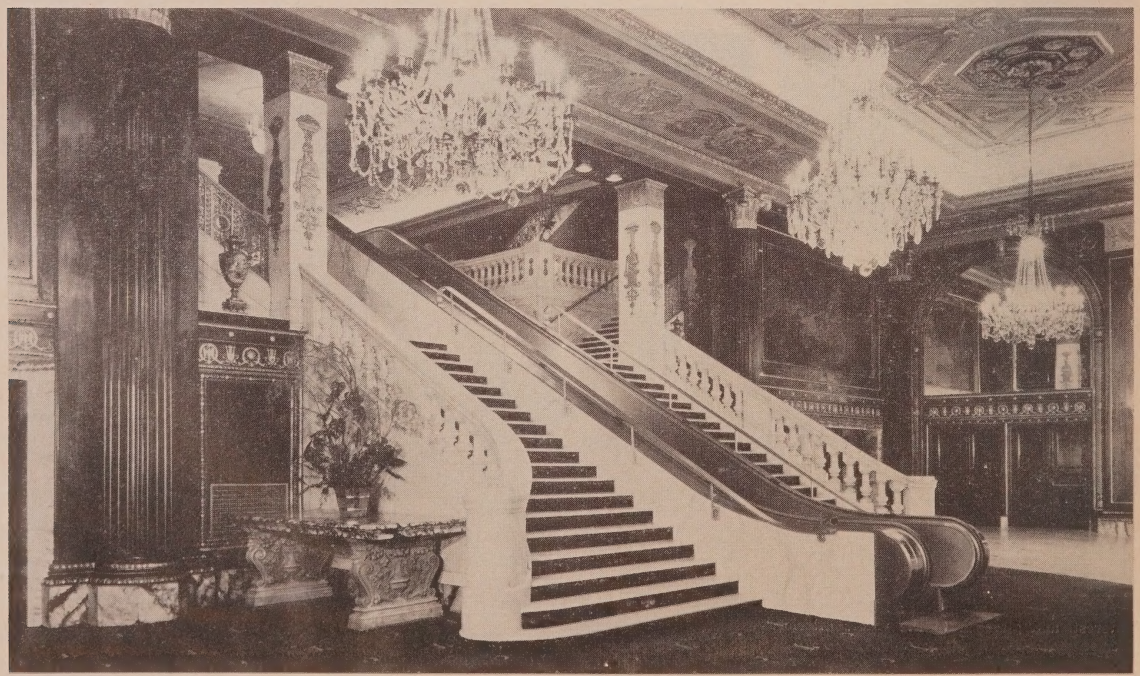
Dual Purpose Inserts

The use of colored plastic inserts in the handrails serves two purposes. First, to fit in with the decor of the surrounding area as witness the handrails on this installation; second, and of more importance, the use of spacers of contrasting color serves as a distinct safety feature. These moving spacers indicate to the rider the direction the unit is running, its speed and the portion of the balustrade that is moving which tends to induce the rider to grasp the handrail.

The motorstair installed in the Capitol has a total of twenty micro electrical safety switches, any one of which if tripped will interrupt the control circuit and bring the Peelle Motorstair to a quick but smooth stop. These switches are arranged throughout the unit in such a manner that they will be tripped in case of any occurrence that might cause an accident or damage to the motorstair, such as slack or broken chains.

Each of these switches is electrically connected to a safety switch indicator which is mounted in an inconspicuous location accessible to the service personnel. In case the unit stops for an unknown reason, the service mechanic can check this indicator and determine visually which safety switch has been tripped. This one feature many times saves several hours' work in locating trouble spot and thereby reduces shut down time.

One of the exclusive features of the Peelle Motorstair is the Up Thrust Safety Device. Operating on the step axle of each step, this device will cause the escalator to come to a stop if any foreign object becomes wedged between a step riser and the tread of a following step or between the side of a step and the skirt of the balustrade, before the object can reach the shearing action of the comb teeth at the landings.



8 Million Program

The preparation of the well-opening to receive the escalator was part of the plans prepared by John J. McNamara, well-known theatrical architect, of New York City, as part of the million dollar modernization program of the Capitol. These plans required cutting through the existing stair slab of the grand stairway and reframing, in steel, the necessary supports to carry the newly formed sides of the stairs next to the motorstair. It also required the installation of new steel support beams with necessary columns and footings to carry the weight of the motorstair. This unit imposes a total load of 42,120 pounds on these supports.

While it is not apparent to the public, the greater portion of a moving stairs is located below the floor and below the exposed steps. Here is contained the powerful drive unit with its fifteen horsepower electric motor. In this space too, the steps must return to the other end of their travel requiring heavy duty step chains with their guides, lubricators and safety devices.

Under the removable cast bronze floor plates covering the upper end of the truss is located the electrical control panel with its many relays, transformers and other electrical apparatus to control the operation of the escalator. Over two thousand feet of electrical wire is contained within the truss.

Color Scheme Followed

In order to carry out the color scheme of the Grand Lobby of the Capitol, panels and skirts were fabricated of textured bronze Muntz metal, while the deck covers and trim were made of matching extruded bronze alloy number 270. The floor plates, landing plates and comb plates were cast in bronze with abrasive checkered exposed surfaces.

Where it was necessary to use aluminum for mechanical reasons, exposed surfaces of the aluminum were alumilited a bronze finish to match the bronze decks, trim, panels, and skirts. In order to delineate the moving steps from the stationary comb plates, cast aluminum step treads were used. Step risers were furnished in stainless steel with number four brush finish to contrast with the bronze skirts.

The Peelle Motorstair in the Capitol is provided with a two-speed drive permitting speed selection of 90 or 120 feet per minute. The unit has a nominal width of 48 inches and at 90 feet per minute has a rated capacity of 8,000 persons per hour. At the higher speed it is rated at 10,600 persons per hour. During extreme rush periods such as between changes of shows or at the end of the last run, the unit can be run at the higher speeds to move the crowd quickly.

Reversible Installation

The Peelle Motorstair is reversible, and while it normally is operated in the up direction, it can be reversed at the end of the last showing to quickly empty the theatre. Peelle Motorstairs are available in speeds of 75, 90 or 120 feet per minute, or in two speed of 75/90 or 90/120 feet per minute.

Due to the large capacity of this theatre, the 48 inch model was selected. The Peelle Motorstair is also available in the 32 inch model which has a rated capacity of 5,000 persons per hour at 90 feet per minute.

Included in the contract price for the escalator is three months maintenance service and a separate five year contract has been given to The Peelle Company to cover full maintenance service of this unit to take effect after the three months period expires.

Under the full maintenance contract the Company will examine, lubricate, adjust and clean the operating mechanism at regular intervals. They will provide mechanics to take care of any emergency call on a 24-hour-a-day, seven-days-a-week availability basis.

Service Contract

The service contract states that the Company will repair or replace any parts required due to normal wear and tear without additional charge. This service is available throughout the country.

Other types of maintenance service available are known as the L.I.A. (Lubricate, Inspection and Adjustment), and the Quarterly Inspection. The first provides the service similar to the Full Maintenance service except that it does not include free replacement of parts. The Quarterly Inspection service is provided for those owners who employ qualified maintenance personnel to maintain other mechanical equipment in their building and wish to use this personnel to maintain their moving stairs.

A Peelle inspector will make a thorough inspection of the Peelle Motorstair every three months and file a report with the owner or his representative showing the conditions of the stair, any defects he finds and listing recommendations to improve the care of the equipment.

Full View Location

The location of the escalator in the Capitol could not have been better selected. It can be seen by the theatre patron upon approaching the magic-eye, all-glass doors from Broadway. The location of a moving stairs within a building is very important. As in the Capitol, it should be situated so that it can readily be seen by the patrons upon passing through the front entrance.

Proper location of the moving stairs will result in prompt dispersal of the crowds from the main floor lobby thus prevent blocking of entrances. This is especially true in a theatre when the main lounge is located on the mezzanine floor. A large percentage of patrons who enter the theatre between show changes will wait until the next change before entering the auditorium or balcony to be seated.

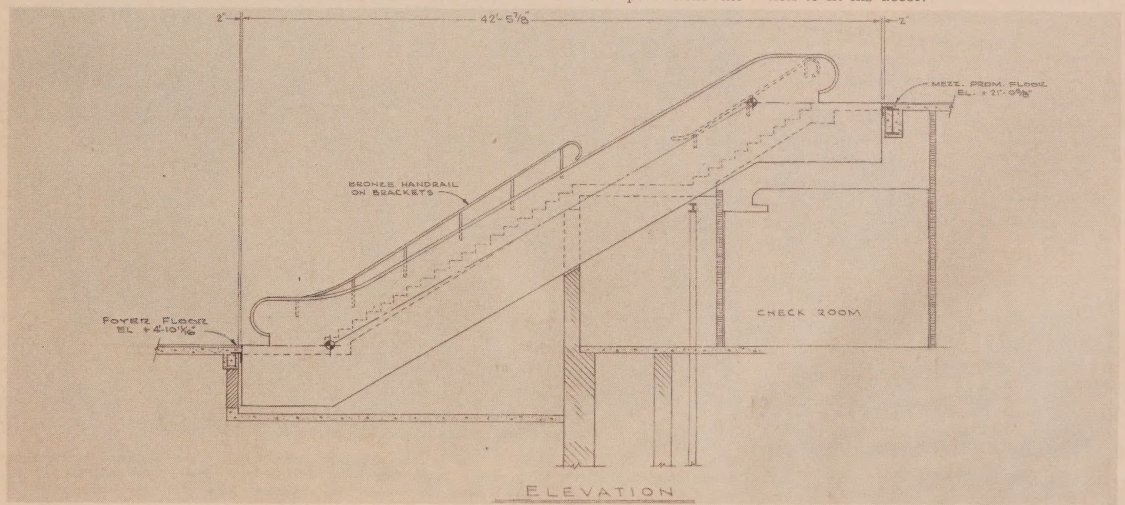
The upper entrance to the moving stairs should also be so located that it can be readily seen from the mezzanine level as the patrons leave the balcony to insure prompt emptying of the theatre after the last show when the unit is reversed.

First For Broadway

While the use of moving stairs in theatres is not new, the Capitol is the first theatre on Broadway to provide this modern convenience. Theatre owners throughout the land should seriously consider moving stairs when planning new theatres or modernizing existing theatres. In today's modern age, the public looks for such conveniences wherever they go. By providing moving stairs to mezzanines serving balcony seating, it helps to fill these seats with patrons.

While it is more desirable to provide both an up and down moving stairs, national surveys have shown that most people do not object to walking down a stationary stair if they can ride up. One of the leading Universities states that it takes fourteen more times the energy to climb stairs than it does to walk down.

The Peelle Motorstair is available in a number of finishes giving the owner a selection to fit his decor.



ELEVATION

Central Unit Air Conditioning For Theatres

The Air Conditioning Installation Story Of Seven Shubert Theatres In New York

By Henry R. Worthington
The Worthington Corporation

■ Seven historic theaters, representing nearly one quarter of New York's entire Broadway legitimate theater district, will be mechanically air conditioned for the first time this summer. An ingeniously designed hook-up will link all seven theaters to a master air conditioning system, which will be located out of sight under the famed Shubert Alley.

The seven theaters, with a total of 8,120 seats, are a part of the largest single theatrical air conditioning installation ever devised. Operations will continue while the installation is going on.

The new system replaces ice-chilling systems where up to $6,000 worth of ice a week, in 350 pound chunks, has been required to cool the seven theaters during hot weather. The new system will cost one-tenth as much to operate, according to Worthington Corporation engineers, and will not only cool but will regulate humidity and provide all of the other advantages of air conditioning.

J. J. Shubert, theatre owner said the job would cost in excess of $250,000 and praised the work of Worthington sales engineers in searching out the most practical solutions to the various problems encountered.

Worthington is installing two 325-ton electrically operated compressors in parallel, and they will chill the water for the feed line of a 2-return system.

The feed pipe starts out with a 10 inch diameter and deduces by steps to 4 inches at its farthest end, with takeoffs to air handling units and cooling coils in each theater. The returns from the theaters are tied together, and pumped back to a storage tank in the compressor room. A tower on the roof of the Shubert Theater cools the condensing water before chilling.

Cooling coils will be built up in sizes to suit the needs of the theaters. Existing air ducting, originally installed for the ice-block air cooling system, will be used with minor changes.

The compressors are designed to operate efficiently at loads as low as 10 per cent of capacity. This means the system will be able to handle demands for about 30 tons to 650 tons.

A control panel at the compressor room will enable one engineer to watch and control cooling for all seven theaters. Water flow will be constant. Automatic controls will adjust the compressor capacity to compensate for changes in outside temperature and varying numbers of people in the theaters. There also will be manual controls in each theater.

It was decided early in the game that a great deal could be saved by installing one central system rather than seven separate systems. It meant bringing in only one electric line from the street. That cuts the electrical installation cost, providing a lower power rate.

The final decision was to use two electrical hermetic centrifugal machines, each cooling 650 gpm of water to 42 Fahrenheit.

Worthington engineers explained that a similar central air conditioning unit could be easily installed for motion picture theatres.

The seven Shubert Theatres to be cooled by the central unit are: The Booth; Broadhurst; Golden; Majestic; Plymouth; Royale, and Shubert.

"SUPER!"
MOSS HART'S
MOSS HART'S
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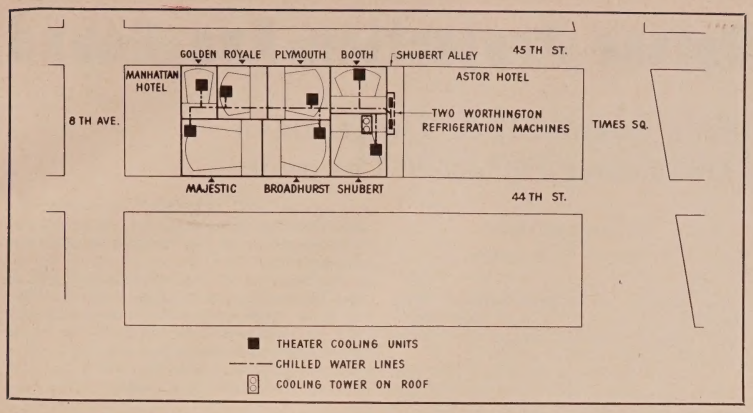

Worthington Installation

Seven Shubert Theaters on 44th and 45th streets in New York's legitimate theater district will be air conditioned by a central Worthington refrigeration system in the largest theatrical air conditioning installation ever devised.

The single system to cool the seven theaters will be installed under historic Shubert Alley. The theaters are the Shubert, Broadhurst, Majestic, Booth, Plymouth, Royale and Golden.

ROSEBANK THEATRE

Bermuda's Largest

The Rosebank, largest theatre ever built in Bermuda, was recently opened. G. B-Kalee Division of Rank Precision Industries furnished and equipped the theatre for both film and live-stage presentations.

The projection booth is equipped with three Gaumont Kalee 21 projectors, fitted with Mole-Richardson arc lamps and water cooling gear. The Duosonic sound system includes three loud speakers, located behind the screen, and there are also sound monitoring facilities in the projection room.

Stage equipment includes a 16-way dimmer board of 36 k.w. rating and associated spot and floor lamps. There are also 40 stands and folding chairs for the orchestra pit.

The 930 Diplomat chairs are upholstered in Dunlopillo, and covered in blue-grean leather cloth. Seats are counterweighted for automatic tipping.

The Perlux screen, which measures 52 feet by 22½ feet, is mounted on an electrically controlled three-line Magnascopic screen frame.

Curtaining is comprehensive, to cater for the large stage which measures 50 by 26 feet, and includes pairs of proscenium, intermediate and back curtains, as well as two pairs of wing curtains and five borders. The material is gold velour for the proscenium and wing curtains, and gold satin for the remainder.

MANKO FABRICS CO.

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Special Anniversary offer—for just $1.15 each (other qualities from 95¢), our seating division will manufacture a sewed cover guaranteed to fit any standard theatre chair bottom. Top made of heavy duty no-Tare Resistoflex leatherette—sides of corduroy any color. Tests prove Manko No-Tare quality outlasts any other type of leatherette. Mail cover for matching.

We also feature large selection of seating fabrics such as mohairs, corduroys, friezes, nylon, ribbed mohairs in all theatre colors, reasonably priced. All fabrics sold by yard, precut into squares or made into covers. Send for current price list and samples—mail cover for matching.

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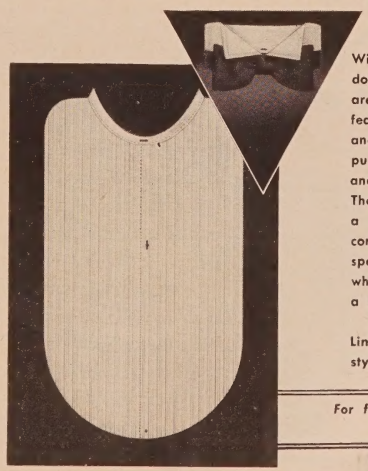

With competition for the public's entertainment dollar ever-increasing, progressive theatre men are offering increased service and other desirable features to attract customers. Progressive Chains and Independents throughout the country are putting added stress on cleanliness and appearance of their theatres and their service staffs. They have found Lintex Collars and Fronts to be a valuable help. These collars and fronts are convenient and extremely economical. Made from specially processed paper with a linen finish — when soiled, they are thrown away. There's never a laundry problem with Lintex.

Lintex Collars are made in wing or turn-down styles, fronts in plain or P.K.

For further information, prices and samples write to:
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111 PUTNAM AVENUE, CAMBRIDGE, MASSACHUSETTS

TOA Plan For Better Projection And Sound

A Free Service For Theatremen By Outstanding Equipment Companies

By Albert M. Pickus
President
Theatre Owners of America

■ There is no excuse, today, for any theatre owner anywhere in the United States, not knowing if he is getting the best possible performance out of his projection and sound systems.

To find out, without a cent of cost to himself, all he has to do is turn to the Council for the Improvement of Theatres and Motion Picture Projection.

A request to the Council for a physical inspection of his theatre taps the technical resources of 156 equipment dealers and suppliers located all over the country, of Altec and RCA Sound Services, of Lorraine Carbons and National Carbon Companies, and of a myriad of associations, including the Theatre Owners of America, the International Alliance of Theatre and Stage Employees and Motion Picture Machine Operators, the Society of Motion Picture and Television Engineers, the Theatre Equipment Dealers Association, and the Theatre Equipment and Supply Manufacturers Association.

Year Old Progress

This is the organization, founded just about a year ago, in April, 1959, with TOA as its administrator, which last year sent technicians to nearly 5,000 of our nation's 16,000 theatres, and expects to cover another 5,000 in 1960 whose owners and operators believe that one way to retain and attract movie theatre patrons is to give them the best possible picture, with the finest possible sound, in the most comfortable possible surroundings.

The call to found the Council was issued by TOA shortly after the Motion Pictures Research Council in the Fall of 1958 published the results of a two-year study which found that of some 700 theatres visited, projection was sub-par in 70 per cent of the theatres inspected. Representatives of Altec, RCA, Lorraine and National, TESMA, TEDA, SMPTE and the IATSE met, and pledged their support and participation of an industry-wide program which aimed:

1. To help theatres better satisfy their customers by making sure the theatre was getting the best possible performance out of its existing projection and sound systems.

2. Accomplish this by sending its technicians to inspect the projection and sound of any theatre requesting such service, without any cost to the theatre man.

The Council members, at that initial meeting, felt that in most instances fuzzy pictures and blurry sound could be corrected by minor adjustments to existing equipment. It also felt that if this non-commercial industry program were properly presented to the nation's theatre owners, the theatremen would be quick to take advantage of it.

Quick Response

Results fulfilled expectations. Hundreds of theatremen wrote to TOA asking for this service. TOA immediately forwarded the request to the nearest of the 156 cooperating equipment and supply houses to the theatre. The dealers in turn called in Altec, RCA, Lorraine or National Carbon field men, whenever needed.

The Council, reviewing its progress at a meeting in Chicago last Fall, felt it was a conservative estimate that at least 5,000 theatres availed themselves of the service. Altec, RCA, Lorraine and National Carbon companies reported a new awareness on the part of theatre owners and operators on the importance of good sound and projection, with innumerable theatremen not sending in formal requests, but waiting for one of the service companies to call on them to make the inspection.

For this, the Council expressed thanks to the Motion Picture Exhibitor and the other industry trade publications for publicizing the availability of free technical service, so theatremen were aware that this was a genuine non-profit endeavor, and not a disguised attempt to sell new equipment.

Practical Approach

At Chicago, the Council did take note of the problem of new equipment versus old equipment. But it approached it on a practical basis, realizing major overhauls were beyond the financial ability of many theatres at the present time. It determined that one of its future projects will be to urge theatres to modernize both, screen and sound, within the limits of their ability, on the theory that the projection quality and sound reproduction ability of new equipment had to be, by its inherent modernity, superior to the capabilities of older, and in some instances, obsolete equipment.

The Council determined that it would establish the mechanics of providing the theatre owner interested in modernizing, with information on all existing available new equipment, in a form in which it would be easier for the theatreman to decide what type of equipment he wanted to buy. Part of this literature would be information on the depreciation and tax write-off aspects of purchasing new equipment, so the theatreman could take advantage of Federal regulations which would in effect reduce the actual outlay of cash. It is the Council's hope this phase of its program can be undertaken before the year is out.

The Council has geared to reaffirm and revitalize its free inspection program, in the sincere estimate that another third of the nation's theatres will avail themselves of it in this current year. The Council feels its slogan, "Better Projection Pays," is something theatre operators are becoming increasingly aware of.

Industry Recommendations

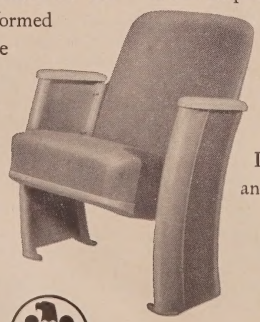
The Council has made several industry recommendations. It is seeking closer liaison with the Motion Picture Research Council in Hollywood, so that the recommendations of exhibitors, equipment dealers and manufacturers, and supply firms can be coordinated with actual production of films in Hollywood. One of the Council's prime hopes is to secure standardization both of projection and sound in the 55, 65 and 70mm pictures now presented, to assure better presentation.

Another recommendation is that more films be printed with magnetic sound tracks, in the belief stereophonic sound is superior to optical sound, more attractive to theatre patrons, and a means of utilizing stereophonic equipment mostly lying idle in theatres. It has also advised theatre owners they can obtain a better picture for all wide-

(Continued on page 58.)

The ENCORE
luxurious comfort invites them back

Available with your choice of coil spring, arch spring or formed rubber cushion seat, the "Encore" has a generously padded back protected by an all-steel edge around the top and sides. The steel back pan gives full protection to the seat in both raised and lowered positions.



The deep-down solid comfort of Heywood-Wakefield seating helps you maintain a capacity box office . . . often at premium prices. Long, dependable service and low maintenance costs further contribute to your profit picture.

Write for new Theatre Seating catalog

HEYWOOD-WAKEFIELD *Theatre Seating Division*, Menominee, Mich.

Armstrong Acoustical Fire Guard

The First Acoustical Ceiling Tile To Offer Rated Fire Protection

By The Public Relations Department
Armstrong Cork Company

■ Armstrong Acoustical Fire Guard is a revolutionary new acoustical ceiling tile that can reduce construction costs, cut construction time, and lower fire insurance premiums.

It is an acoustical ceiling tile which offers rated fire protection to the structural components of a building, and combines with a floor structure to help check the spread of fire by resisting dangerous transmission of heat from one area to another. It is the first acoustical ceiling tile to offer this protection.

Before Acoustical Fire Guard was announced, some form of intermediate fire protection had to be placed above and in addition to the suspended acoustical ceiling, if a building was to meet building code requirements. This usually involved spraying structural members and the underside of metal decks with a protective coating of insulating material, or suspending a metal lath and plaster fire-stop to which the acoustical ceiling tile could be applied.

Acoustical Fire Guard eliminates these costly time-consuming methods and makes possible significant savings in construction time and construction cost. In addition, it can give you a safer building very often with resulting lower premiums for fire insurance.

Assemblies Shown

The illustrations shown view the three Acoustical Fire Guard floor-ceiling assemblies which have received time-design ratings from Underwriters' Laboratories, Inc. (The performance of an assembly under test conditions is expressed in a time-design rating. The specific time depends upon how long the assembly is able to resist the passage of flame and heat under test conditions.)

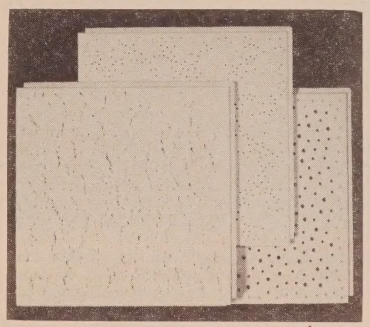
Armstrong Acoustical Fire Guard ceilings met a wide range of time design requirements. In areas where building codes are most rigid—and three or four-hour floor-ceiling assemblies are required—use the Acoustical Fire Guard ceiling system with a four-hour time-design rating.

Where building codes require only a one or two-hour rating in combustible construction, the Armstrong Acoustical Fire Guard system with a two-hour rating may be used. Where one-hour protection for wood joist construction is required by codes, Acoustical Fire Guard is also the answer.

Even where time-design-rated construction is not required by local codes, Armstrong Acoustical Fire Guard gives you tested fire protection and a safer building at very little, if any, extra cost.

Dry Method Installation

Acoustical Fire Guard is installed by a completely "dry" method. There are no longer delays of the type that are caused by "wet" operations. No extra moisture is introduced into the building, so other trades don't have to mark time waiting for the interior to dry.



Available in three attractive surface patterns, Textured, Classic, and Full Random (shown from left to right), Armstrong Acoustical Fire Guard is the first acoustical ceiling tile to provide rated fire protection for the structural steel members above the ceiling. The unique tongue, groove, and kerfed edge detail of the tile serves to block dangerous passage of heat and flame.

The time saved by Acoustical Fire Guard can range from three to six weeks. Schools can open sooner. Office buildings, stores, and theatres can earn revenue sooner.

Acoustical Fire Guard saved valuable construction time in the building of the Moraine Meadows School in Moraine, Ohio (near Dayton). Said James Beale, general contractor for the school:

"Acoustical Fire Guard got us out of a bad hole. We had a September first deadline on the school, and I saw by the first of August that we couldn't meet it with the ceiling that was specified. Too much moisture in the building . . . would have delayed the millwork.

"But with the substitution of Fire Guard, the carpenters were able to move right in behind the acoustical contractor. We saved a good three weeks and met our deadline."

Not only can Acoustical Fire Guard save time on new construction, it can also speed remodeling projects. "Dry" construction can be done during or between shows. No "Closed for Alterations." And the factory-finished ceiling requires no painting.

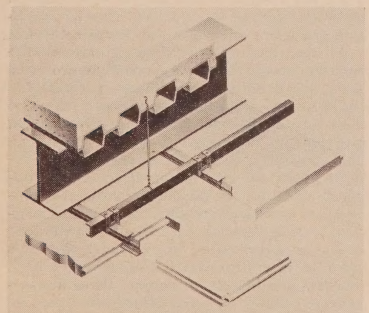
Saves Money

Acoustical Fire Guard saves money because it eliminates the need for intermediate fire protection above the suspended tile ceiling. No need to pay for extra concrete, lath, plaster, spray-on insulation, or water. Labor costs are reduced correspondingly. One less building trade is needed. And no extensive clean-up operations are necessary.

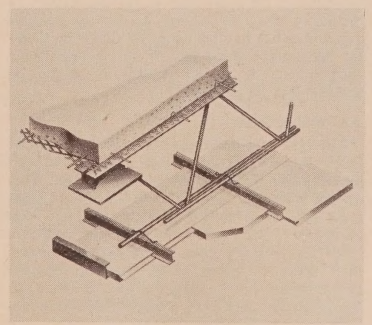
Savings of up to thirty cents per square foot are possible, depending on locale, building design, type of fire protection being considered, and the type of alternative tile being considered.

The original ceiling specification for the St. Louis Hills (Missouri) Medical Center called for plaster on metal lath in two-hour-rated bar joist construction, with mineral-type acoustical tile cemented to the plaster. By substituting Armstrong Acoustical Fire Guard, the owner-architect was not only able to save close to $10,000 on the 46,000 square feet of ceiling area, but he also gained another big advantage—accessibility to elec-

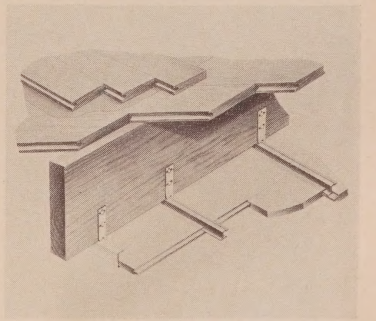
(Continued on page 59)



Design No. 21—4 Hrs. (Beam 5 Hrs.)
In this assembly, a ¾ of an inch Armstrong Acoustical Fire Guard ceiling is attached by means of the Armstrong TDR Suspension System to 1½ inch carrying channels suspended from a cellular steel deck. Each tile is supported on two edges by clip splines which are forced into the jaws of the main runners, spaced at 12-inch intervals.



Design No. 8—2 Hrs.
In this assembly, ⅝ of an inch Armstrong Acoustical Fire Guard is attached directly to the bottom chord of bar-joists with the economical "Z" suspension system. The need for flat "breather" splines between the tiles is eliminated by the interlocking T & G edges. Regular C-shaped channel molding supports the tile at the wall.



Design No. 9—1 Hr.
This assembly also uses the simple "Z" suspension system to support the tile. ⅝ of an inch Armstrong Acoustical Fire Guard is suspended with a "Z" runner directly beneath 2 by 8 inch wood joists, topped by a 1 by 6 inch wood subfloor and a 1 by 4 inch finish floor.

70MM Drive-In Theatres

How Drive-In Theatres Can Increase Attendance With Better Projection

By Larry Davee
President
Century Projector Corporation

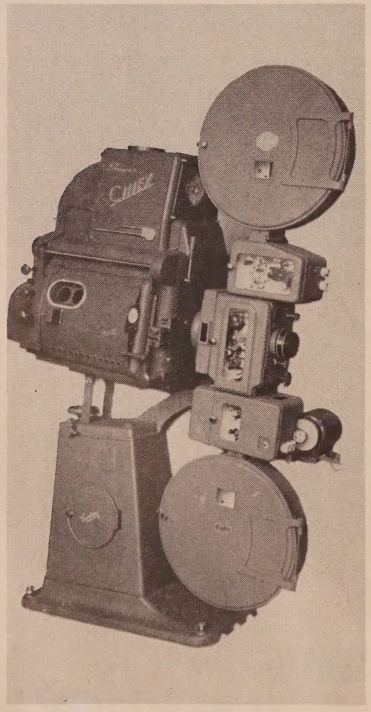
■ The motion picture industry is face to face with serious problems for which answers must be found and decisions made. Solutions are inevitable even tho made by default. In other words, will the motion picture industry recognize the cold hard facts on which entertainment is founded or will it continue to plead lack of business, lost customers and closed theatres?

That great showman Michael Todd demonstrated, without a doubt, that motion pictures can be and are the most popular form of paid entertainment. Such leaders and visionaries as Fred Waller and Hazard Reeves of Cinerama fame have demonstrated that entertainment at enviable profits are not only possible, but such entertainment is demanded by the man with money in his pocket seeking diversion, entertainment, and relaxation.

This article is a sincere plea to everyone in this great motion picture industry to recognize and revaluate the problems and basic attributes so that we can go forward with greater initiative, foresight, and determination —to use our talents to promote good profitable entertainment.

This cannot be done by looking backward with fear. Our future must be built on confidence and knowledge.

The great strides of the past few years must be adopted into our motion picture theatres where advantageous. This includes, especially, the Drive-in Theatres.



Century Model JJ 70/35mm Projector

The drive-in theatre is a product of motion picture adaptation from the hard top or conventional in-door theatre. Except for the sound systems, motion picture projectors have never been engineered or designed to do an out-of-doors job. The average results speak for themselves. Careful analysis certainly proves that, in general, the patron of a drive-in theatre is being short changed and such a policy long continued must inevitably result in self destruction.

It is certainly folly to try to put out a house fire with a garden hose. It is just as idiotic to try to squirt enough light thru a standard 35mm aperture as to properly light up a large out-of-doors drive-in theatre screen. This is especially a fact when the drive-in area lighting has not received careful analysis to properly shield the lighting fixtures or lighted areas from the screen or from the eyes of the viewers.

The average 50 times 100 foot drive-in theatre screen has 5000 square feet of area to be illuminated. The average projector aperture (35mm) has about .500 square inches. This represents a magnification of 1,440,000 times the area. Such startling information should have a very sobering affect on those who are seriously concerned about the lost customers. 1,440,000 magnification is an awful lot. Imagine, if you will, the size of the head of an ordinary pin at the projector aperture now becomes an area having 43,200 square inches.

These comparative figures are given here only to emphasize the seriousness of the problem of providing adequate and satisfactory light for the drive-in theatre.

How do we overcome these seemingly impossible operating conditions? There is no one thing which will correct for this almost impossible condition but attention to each contributing factor will make the overall result as good as is possible with present modern equipment. (We believe it is imperative to recognize that "obsolete" equipment should not and must not be used for drive in theater operation.) A review of the several items contributing to better operation might be summarized as follows.

1. The Screen

The type of screen used is a very important factor because all light coming from the projector must be reflected by the screen. This means that any depreciation in the reflectance of the screen is a loss of light. It is therefore poor economy to work with a "dull" reflecting surface while pouring money into large arc lamps, faster burning carbons and increase power consumption. It is thrifty therefore to use highly reflective screen coatings and to keep them clean and bright even if it requires resurfacing on a regular schedule. Unfortunately the day to day loss in light is almost impossible to follow with ordinary observation. It is considered desirable if not necessary to make light measurements regularly and when minimum readings are obtained take steps to resurface the screen.

Unfortunately the higher the screen reflection the more troublesome stray light becomes but the treatment of stray light is another problem which should be studied by someone familiar with such things. Here also, a good light meter is invaluable.

2. The Port Hole—(Length of Throw)

Contrary to popular belief the length of throw does not affect the amount of light on the screen. In other words the distance from the projector to the screen may be 100 feet or 750 feet. In either case the light on the screen will be the same providing, of course, that we have the same size picture in each case. It is therefore desirable to make the distance from the projection booth to the screen as long as convenient almost to the extent of making it as long as possible within the usual distances found in a drive-in theatre. In other words 500 feet might be considered a good average.

The port hole should be open. Any glass in the port hole, even tho absolutely clean will lose at least 10 percent of the light. If bugs are troublesome use blowers to keep them out. If it's cold outside that's too bad but use no port hole glass unless absolutely necessary and then only the finest ground optical glass and if possible with coated surfaces.

3. The Projection Lens

The Projection Lens is another important link in the chain. It is certainly folly to provide high efficiency equipment and throw away light with an inefficient projector lens. The high efficiency lens is used here instead of the term high speed lens. The speed of a lens may be rated as high (low f number) but its efficiency may be relatively low. Care and thought in the selection of the proper, economical, lens pays big dividends in picture quality.

4. The Projector

The Projector Mechanism with its Sound Reproducers for 6 track and 4 track Stereophonic Reproduction with provisions for single track magnetic and optical reproduction is, of course, the heart of any theatre operation and more especially the drive-in theatre.

All manufacturers, at times, single out the relative merits of their respective products. As suggested above however each contributing unit, screen, lens, film and arc lamp are very important links in the projection chain and no chain is stronger than its weakest link. The projector is however, we believe, the most important link of theatre operation because in this equipment is contained mechanical and electrical devices which (if subject to maloperation or maladjustment) can make or break the whole show. There is usually no alternative. It either works or it doesn't. In addition, of course, there are operations which do have direct influences on light or sound efficiency.

Those items such as steadiness of picture, focus, film life, etc., are the obvious things which almost any untrained individual can observe and on which oftentimes the sale of equipment is influenced.

But there is a host of not so well known factors influencing the screen results that are much more important than the commonly

accepted values of comparison. Thus a projector becomes a carefully integrated unit with many facets of its operation unknown to the majority and known in complete detail to very few.

Other than mechanical sturdiness which is usually accepted as a matter of fact, the real quality of a projector should be judged on light efficiency with minimum flicker. The size and shape of sprockets (not the physical appearance size which is most misleading having nothing whatever to do with film life, sprocket life, or quietness of operation). The criteria affecting such operating function of sprockets is the exact determination of the sprocket diameter and tooth shape. The sprockets in all Century projection and sound equipment are designed for the optimum operation for longer film and sprocket life. So whether or not sprockets are larger or smaller in diameter or having more or less teeth, is inconsequential. To the laymen bigger sprockets are imposing to look at but in reality may be a source of trouble.

A projector should not have heat shields or other opaque baffles which restrict the passage of light. Practically all older models of projectors regardless of manufacturer were designed for 35 mm film and for slower speed (less efficient) projection optics, arc lamps, mirrors and condenser lenses. Only the latest and most modern equipment is "safe" to use in drive-in theatres and even then care should be used to select that equipment which has followed modern engineering specifications.

5. The Arc Lamp

Another important link in the projection chain is the arc lamp. Fundamentally the arc lamp carbon crater is the source of illumination which we "see" on the screen. Sometimes we mistakenly believe that there exists in the arc lamp an electric light bulb, much brighter, of course, than we ordinarily use in our homes, but somehow or other the light is collected by the mirror of the arc lamp and thru some magic gets thru the projector and produces a picture.

Nothing could be more in error in our thinking. The projection system is a carefully designed optical system that accurately focuses an image of the carbon crater onto the projection screen. Therefore whatever the size that the carbon crater may be it is magnified to be as big as the screen. Look at the 50 x 100 foot screen again. Its area is 5000 square feet. The area of the arc lamp carbon (used for the projection of the picture is about .257 square inches. So the magnification of the carbon arc is about 2,-900,000 times in area.

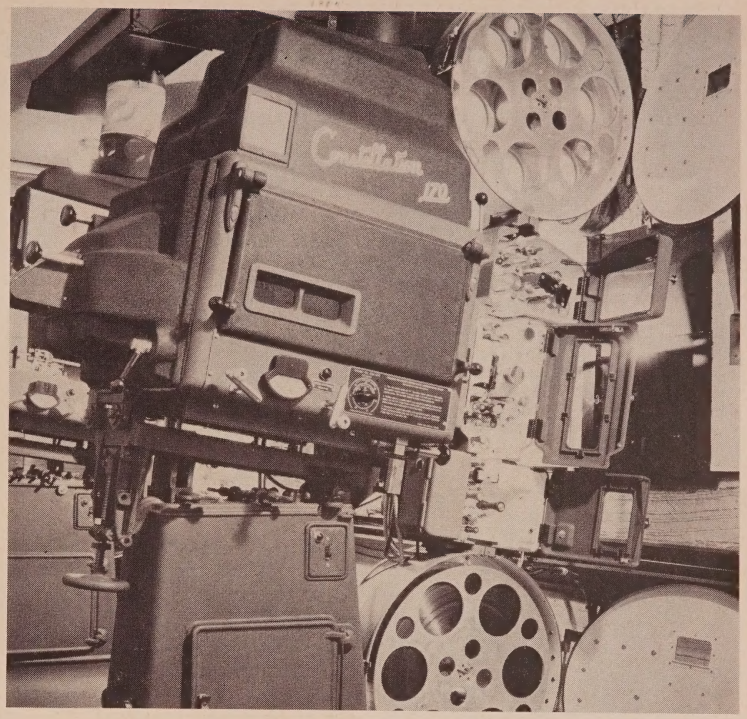
Thus we see the arc lamp is magnified by 2,900,000 times the unit area, while the picture itself is magnified by 1,440,000 times. With these figures in mind it is easy to see that the projection system must be of the highest efficiency possible to obtain even passable results.

We can conclude therefore that the use of larger films with larger apertures and high efficiency heat shields and shutters are not only desirable but are absolutely necessary.

The Drive-in Theatre owner must therefore eventually use projectors designed for wide films and must prepare for showing such films.

There is only a small selection of projectors now available for the drive-in theatre owner and only one of these is American made.

Century Projector Corporation takes a great deal of pride in offering their newly designed, reengineered, Model JJ-70/35mm projectors. These new projectors are the result of careful engineering to overcome the hazards of running wider films and they can be safely used and operated by the average competent projectionist with only a nominal amount of instruction. These new projectors can be installed by installation servicemen and projectionists without the assistance of factory representatives, and in addition they can be used with "standard" projector bases now in the theatre or obtainable from reputable theatre supply dealers.



Century JJ 70/35mm installation at the St. Louis Park, Minneapolis, Minnesota.

The Century Model JJ-70/35mm projector is the only equipment available with the higher efficiency double rear shutters. These shutters increase the over-all efficiency of the projection system by as much as 15 percent in some cases and even greater savings as compared to other less efficient projectors now being offered for sale.

The newly designed Century projectors have increased the size of the feed and take-up friction discs with newly developed materials contributing to absolutely smooth, even, easily adjusted film tensions. These new take ups are truly a big step forward in the control of the film.

The sound reproducers, both magnetic 6 and 4 channel and the optical single channel employ the now famous Western Electric hydro-flutter suppressors. It is interesting to note that the use of this type of film stabilization not only produces lower flutter and better sound reproduction but it also results in the cancellation of the film pull at both the upper and lower magazines allowing for absolute control of the upper and lower film reels with no film wear or torn sprocket holes. No longer is it necessary for the projectionist to hold the heavy 70mm film reels from overriding or to "take up" the slack loop of film before starting the projector.

There are many new engineering features about the *new* Century Model JJ projector which makes it ideal for use in Drive-In Theatres (as well as hard tops). It is so easy to operate and maintain that no drive-in theatre should hesitate to install it now and operate it as a "standard" 35mm projector until such time as 70mm prints are available on a regular release basis.

The old saying "Never send a boy to do a man's job" applies directly to drive-in theatre operation. 35mm equipment was never intended to fulfill drive-in theatre requirements. The modern drive-in theatre will be equipped to run wider films and wider films will be made available for these theatres.

Attention should be called to the new Century all transistor amplifiers which are now available for drive-in theatres and for all theatres using optical reproduction. For drive-in theatre use the complete amplification (except the 200 watt amplifier) is contained in the sound reproducer. There are no installation problems. For regular theatre use all amplifiers are in the reproducers. Only two pair of wires go to the sound reproducer (single projector). One pair supplies 115 V, 60 cycle power to the reproducer and one pair of wires go to the loudspeakers (or in the drive-in theatre to the 200 watt amplifier).

This latest announcement by Century Projector Corporation is another added accomplishment in their long list of firsts. Included are such outstanding first developments as:

1. A more simplified ball bearing projector mechanism
2. Hydro flutter sound reproducers
3. Waller (multiple projector) Gunnery Trainers
4. Paramount Horizontal (35mm) Projectors
5. Cinerama (multiple projectors)
6. Cinemiracle (multiple projectors)
7. Fox Film 55-35mm Wide Film Projectors
8. 70-35mm Projectors and now
9. All transistor theatre amplifiers.

Theatre Buildings And Ground Maintenance

Monroe's Solutions To Weathering Problems With Application Advice and Product Selection

By E. J. Preising
Sales Manager
The Monroe Company, Inc.

Being constantly exposed to year around weather conditions, both drive-ins and theatres have a definite need for preventive maintenance. During operating months the drive-in installation must be attractive and maintain a well kept appearance. During the off season, particularly in the northern section of the country, the property can best be protected from the effects of winter weather through preventive maintenance.

One of the major maintenance problems confronting theatres is the parking and roadway areas, whether asphalt or cement. Unless properly sealed against the elements, moisture penetration, freezing, and thawing can cause considerable damage to these surfaces. Damaged areas with chuckholes, ruts and large cracks should be corrected immediately to eliminate further extension of the damaged section.

Zor-X Being Tamped

An excellent patching material for both asphalt and concrete surfaces is Zor-X, manufactured by The Monroe Company, Inc. Zor-X is unique in its application since it can be used in any climate, even on wet surfaces or in temperatures down to 15 degrees.

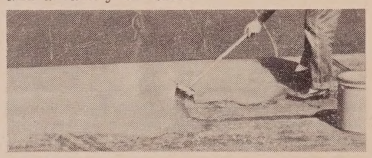
Since repairs can be made all year long, even during the cold winter months, no longer is it necessary to defer repairing hazardous areas until spring or summer. Zor-X not only offers immediate correction of the problem, but forms a permanent patch. Zor-X is merely shoveled into the hole and tamped into place. Traffic can roll over the repaired area immediately after application and the constant flow of traffic actually improves the patch.

Photo shows Vulca-Dek 53 lb. Felt being embedded in Hold-Tite. Products of The Monroe Company, Cleveland, Ohio.

Parking and roadway areas in good condition, or those that have been properly repaired with Zor-X, are best protected with an application of Monroe's Black Top Seal. Moisture penetration, the major cause of damage to these areas, is eliminated with Black Top Seal. The overall appearance of the paved area is considerably improved and Black Top Seal. The over all appearance of oil and other petroleum products. It is claimed that an application of Black Top Seal will double the life of black top pavements. Black Top Seal is used as it comes from the container and may be applied by brush, squeegee or spray equipment.

Fences, metal gates, speaker posts, supports and other metal equipment located on drive-in theatre property can be beautified and protected with Monroe's Rust-Cure paint. The special properties in Rust-Cure enable the paint to be applied directly over rusted surfaces without the need for wire brushing or sanding.

When applied to a rusted surface, the penetrating oils in Rust-Cure work through the rust right to the metal and the rust becomes an integral part of the paint finish. The metal base is then protected against further rusting. Rust-Cure is the perfect answer for appearance and protection of all metal surfaces and is available in aluminum and a variety of colors.



Siliconed Asbestolite For Roofs

On all buildings, the roof area receives the most wear from weather conditions. The theatre building is no exception and, here again, preventive maintenance plays an important part in reducing repair cost and insuring year around weather proofing and longer service.

Theatre roofs in good condition can be kept that way and protected to insure many years of satisfactory service. Roofs which need attention should be repaired immediately, before major leaks develop and result in expensive damage to the roof and interiors.

The best preventive maintenance for a theatre building roof is the periodic check which shows defects before they become major problems. New roofs, those in good condition and roofs which have been properly repaired can then be further protected by coating the entire roof surface with Monroe's Siliconed Asbestolite Aluminum Roof Coating.

Not only are expenses cut by reducing damage and repair costs, but considerable savings can be realized from the air-conditioning features of Siliconed Asbestolite.

Absorption Reduction

By reducing heat absorption of the roof surface, through heat reflection of its bright aluminum finish, Siliconed Asbestolite plays an important part in lowering the cost of air-conditioning operation for the theatre building. Under roof temperatures are reduced up to 20 degrees with Siliconed Asbestolite and a complete coating of the roof area insures protection against year around weather conditions and adds many years of service to the original roof.

Black Top Seal Being Applied

If the existing roof on a theatre building is beyond the stage of ordinary repair, a complete new roof can be applied easily and economically over the original roof surface with Monroe Cold Process Vulca-Dek Roofing System. This eliminates the need for tearing out the old roof surface and saves considerably on the cost of a new roof. The Monroe Vulca-Dek Roofing System is specifically designed for those situations calling for an entire new roof surface.

Emergency repairs, should a leak develop, can be made with Monroe's Damp-Dek Plastic Cement. Damp-Dek is a specially formulated type of roof repair material that can be applied over a wet surface or during a rainstorm. A container of Damp-Dek on hand is insurance against sudden roof leaks that may well result in considerable damage to property.

Experience has shown that preventive maintenance is, by far, the least expensive and most satisfactory method of maintaining property. Periodic checks of equipment, buildings and grounds can eliminate most costly repair work. By eliminating the source, you eliminate the trouble.

Damp-Dek Being Applied

Now buys the finest Drive-In Speaker ever made...

Simplex IN·A·CAR SPEAKER

N.T.S

NATIONAL THEATRE SUPPLY COMPANY

BRANCHES COAST TO COAST

NATIONAL THEATRE SUPPLY — A GENERAL PRECISION COMPANY

Advanced features make Simplex in-a-car speakers your best buy! Superb sound . . . weather-proof . . . tamper-proof . . . long lasting. Order from your nearest National Theatre Supply branch for *fast delivery!*

*Two-tone, straight cord. Other models available.

The Nation's First All Electric Drive-In

An Outstanding New Theatre Completely Designed With Electrical Equipment By Jack K. Vogel

■ To DESIGN A DRIVE-IN THEATRE, one must visualize a complex dramatic exhibition combined with the most efficient and workmanlike of facilities.

Add to this diverse pair the knowledge that from week to week through any typical season, both exhibition and merchandising methods must be revised and replenished without any obvious public dislocation of the main show. Further, for every type of theatre location, there must be a unique, appropriate solution in ramp arrangements, landscaping, building design, interior arrangement, and design.

There are two general types of theatre exhibitors. One—the independent exhibitor who exploits his pictures and merchandises his concession by projecting his own personality. Two—the theatre exhibitor who has a large chain of theatres and in effect, acts as a distributor of movies and merchandising methods.

The latter, or distribution method of operation, was ascertained as the design criteria for Associated Theatres new Ardmore Drive-In Theatre in Pittsburgh, Pa. This was accomplished after a long period of study and repeated surveys by the projects architectural-engineer, Jack K. Vogel of Wellsville, Ohio.

Geographical Location

In order to conceive and realize a drive-in theatre location that would be the nearest to Pittsburgh's Golden Triangle, many compromises would have to be made. Not only would the property cost be high; the nature of the terrain would be rough. Otherwise, property in this close would already have been utilized. Pittsburgh, and its entire surrounding area is a continuous series of hills and mountains.

The Ardmore area was highly typical. 150,000 cubic yards had to be excavated of which 50,000 were solid rock. There were many extensive cuts and fills; some as much as 50 and 60 feet. At one time the area had been mined for coal which resulted in numerous spring heads. These had to be harnessed and diverted.

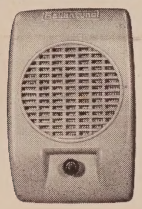
The concession building, (See photo #1) was erected on filled ground. Vogel had this problem resolved by the use of a honeycomb design of 12 inches wide by 48 inches deep cells of concrete beam footers. The conces-

Where REASONABLE COST and High QUALITY meet

Ballantyne DRIVE-IN EQUIPMENT

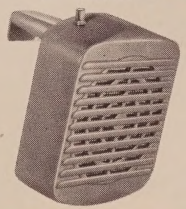
SPEAKERS:

A and Q SERIES



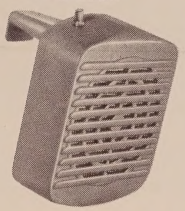
Famous Ballantyne Dub'l-Cones are unequalled. Protected from shock, pressure, weather and water. Permanently fixed magnet. No shifting — no voice coil drag. Die-cast aluminum case with reinforced grill openings, reinforced bosses, removable hanger clip, and enclosed volume control. Construction gives exceptional fidelity in range and reception. Outer cone adds a mellow richness resulting in tone quality unsurpassed in any other speaker.

Z SERIES



New Ballantyne "Z" Series with drop-in outer cone and perforated aluminum speaker guard are amazingly low priced. Plenty of other features, too—plug-in terminals permit simplified post servicing, two screws to loosen, repair or replace without special tools—no soldering, no glue, and in a matter of seconds. Die-cast aluminum case with reinforced speaker grill.

F SERIES

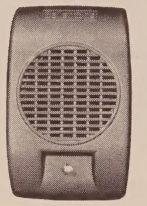


Here's economy overflowing with quality at the lowest price ever for so much. Die-cast aluminum case. Reinforced speaker grill. Calibrated air chamber gives fidelity of range. Plug-in connectors for simplified servicing—done in a matter of seconds.

O SERIES

Has all the features of the "F" Series plus a powerful 1.47 magnet.

W-E SERIES



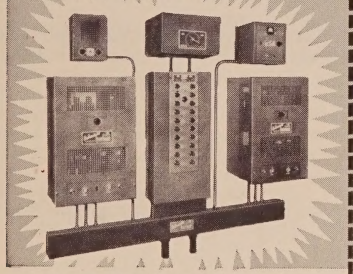
Full size die-cast aluminum case with perforated aluminum speaker guard and calibrated air chamber. .08 oz. permanently positioned magnet — no shifting of magnet, no voice coil drag. Continual top performance. Shock rubber cushion mounting. Tamper-proof reinforced grill. Plug-in wiring for servicing right at post.

E SERIES

Tops in single cone speakers with perforated, aluminum speaker guard.

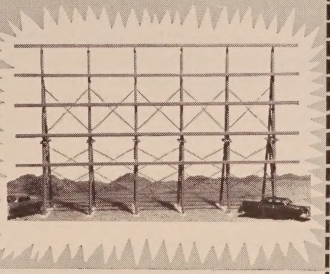
All Ballantyne speakers now have perforated aluminum speaker guards

DRIVE-IN AMPLIFICATION



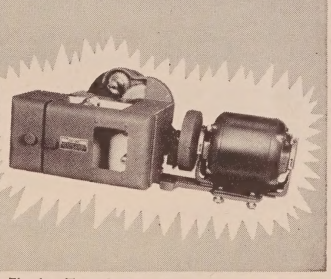
Ballantyne MX, RX and KX systems are specifically engineered for drive-ins. They are not adaptations. They are designed and engineered exclusively for drive-ins with ample power for the present and extra power for the future.

EZ-ERECT STEEL SCREEN TOWERS



New Ez-Erect steel trusses are designed to give the two most important features of tower construction—exceptional strength and economy of erection. Ez-Erect steel trusses are designed to be shipped in two sections by any common carrier. Trusses are assembled on the ground and raised in groups of two using little mechanized equipment. Trench type footings are used instead of complicated forms. Unlimited width. Engineered for winds of over 100 m.p.h.

MODEL 6 SOUNDHEADS



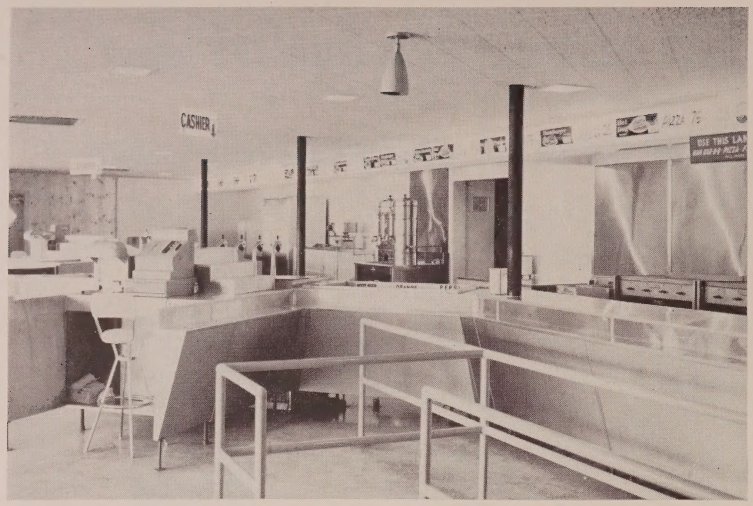
Flawless Tone. Ball bearing supported shafts, perfectly balanced filter flywheel. Exciter lamp assembly tilts out at 45 degrees. Years and years of use by hundreds of drive-ins throughout the country are the best testimonial of all for Ballantyne Model 6 Soundheads.

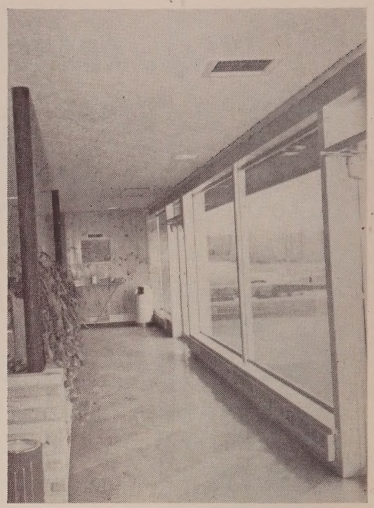
Ballantyne Planning— The EXTRA that may be worth hundreds of dollars to you.

When it comes to drive-ins, the Ballantyne Company has always taken pride in being more than just a manufacturer of sound and projection equipment. We feel that countless owners and operators want help and advice on how to build a better, more economical drive-in. When you purchase Ballantyne equipment, free help and plans come with the job. You get the background of experienced Ballantyne engineers who know drive-ins and have planned them by the hundreds. Take two minutes, drop us a line if you are planning a new drive-in.

The Ballantyne Company

1712 JACKSON STREET OMAHA 2, NEBRASKA





sion building conveys an atmosphere of friendliness and spaciousness.

Photo #2 is a view down the arcade between the floor-to-ceiling wide open all glass and aluminum front and the stone planters. Located at each end of these planters is an entrance to one of the four laned cafeteria systems. Food tray racks are located on the inside of the stone planters.

Photo #3 is a view down along one of the cafeteria lanes. Stainless steel is predominant throughout. The self-service hot food units are Manley, and the stainless steel upright deep freeze is Glenco.

Photo #4 gives a view of one of the two cashier stations. Each station services two lanes.

The Ardmore has two carpeted, deluxe seated auditoriums of 60 seats each, (See drawing). Each auditorium has two, one-ton General Electric air conditioning units. Each auditorium is fronted by a spacious flower planting area centered by a statuette type water fountain.

The screen tower was erected on corrugated steel sheet pilings, filled with concrete. Dave Siegal's Sign's Incorporated furnished and erected the tower.

Note the location of the projection room in the rear of the building. The roof of this room is 7 feet 4 inches higher than the rest of the structure. (See photo #1). Yet, because of the natural stadium construction of the ramp area, there is a minimum loss of cars, due to this obstruction. Note the high ground in the background of photo #1.

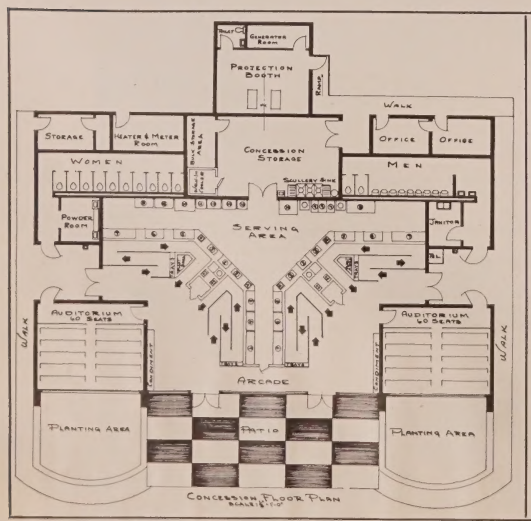
The sound is RCA and the projection equipment is Simplex. The lamp houses are Ashcraft Super Cinex and the in-car speakers are Ballentyne. The in-car heaters (The Ardmore is a year-round operation) are Electromode.

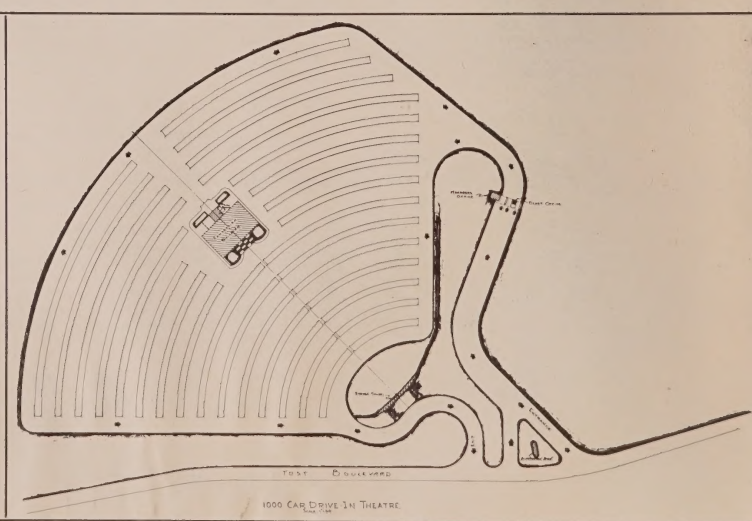
One of the design features of this Vogel engineered creation is the compact electric load center. Note on the drawing the location of the heater and meter room. In this room, is located the main panel board and the concession panel board. Just outside this room to the rear is the sub station. Note now the proximity of the projection and generator rooms.

Country's First Radiant Glass Heating

The entire concession building is heated with Berko electric glass heating. In the rest rooms and over each set of the arcade entrance doors are Berko Pyrolite recessed ceiling heaters with lighting units. Berko Baseboard electric heat units were installed under the front arcade windows and under the windows of the two auditoriums and the projection room. The two offices are also heated by this same baseboard unit. Various zones throughout the building are thermostatically controlled.

Because of the high K.V.A. load requirement (500 K.V.A.'s) for the entire drive-in, the unit cost per kilowatt is considerably reduced. Therefore, the cost of heating the concession building by electric compares favorably with gas. A close check is currently being conducted to accurately determine if electric heating by this Berko system is in fact, more economical than that of gas heat. This is the first installation of its kind in any drive-in theatre in the country.





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THE SAFEST HEAT for YOUR DRIVE-IN

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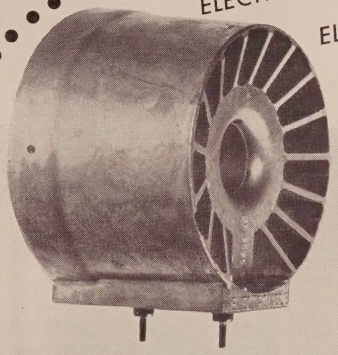
IN-CAR HEATERS



approved by Underwriters' Laboratories for outdoor use.

SAFEST *because*

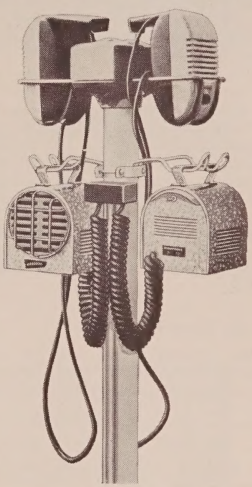
Only Electromode Heaters have the exclusive Safety Grid Heating Element *(illustrated above)*. All electric wires are insulated, embedded and completely sealed *inside* this finned aluminum casting. There is positively no danger of fire, shock, or burn. Heat is fan-circulated throughout the car and heater case remains cool to touch. A built-in Safety Switch automatically prevents overheating.

CHILD-PROOF

The Electromode is known as the "child-proof" heater. Positively no exposed hot wires or glowing coils. Completely weather-proofed and grounded. May be handled with complete safety by children or adults, even while in operation.

ELECTROMODE ALL-STAR FEATURES

- ★ Fan-Circulated Electric Heat keeps Windshield Dry and Clear
- ★ No Dangerous Fumes
- ★ Completely Weather-Proofed and Grounded
- ★ Quiet Operation. No interference with Speaker
- ★ Sturdily Constructed to "Take It"
- ★ Scratch-Resistant Silver Grey Finish



Above shows front and rear views of heater, mounted on speaker post. Easily accessible. Easy-to-grip handle and extra long, heavily insulated extension cord . . . Heater may be placed on dashboard, floor or any horizontal surface.

INDOOR COMFORT FOR YEAR 'ROUND OPERATION

Other Electromode Electric Heaters For:

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Division Of

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Drive-In Playground Equipment

Proper Selection, Installation And Maintenance Mean Economy and Safety

By Norman R. Miller
Vice President
American Playground Device Company

HEALTHFUL RECREATION, SAFETY AND ECONOMY are important factors to keep in mind when planning a drive-in playground apparatus area. This calls for the selection of sturdy, well-designed and properly sized swings, slides, castle towers and other equipment. And, it follows that the various units must be correctly installed and maintained.

The ideal playground should incorporate a primary area, for children two to six years old; a junior area, for six to ten; and a senior area, for ten and over. Equipment should be sized to fit the needs of these age groups.

For instance, the height of a swing frame should be seven to eight feet for the primary group, 10 for the junior, and 12 to 14 for the senior. Platform heights of slides should be five to six feet for the primary, eight for the junior, and 10 to 15 for the senior. Climbing units, such as castle towers, should be seven feet, nine inches in height for the younger children and nine feet nine inches for the older.

Long Run Economy

It's economy in the long run to purchase quality products from well known, reputable manufacturers. Beware of gimmicks and flimsy equipment that have short-lived eye appeal and result in heavy repair and replacement expense. It's a good idea to first check other playgrounds of some years' standing to determine the wearing quality of their equipment.

When ordering swings, slides, castle towers and other units, specify certified Grade-A malleable frame fittings of the clamp type, tested to 50,000 pounds tensile strength, and fully guaranteed against breakage. You should avoid threaded fittings or those fittings that necessitate drilling the top beams of the swing or combination unit frames. All such fittings reduce the strength of the equipment, multiply maintenance and repair costs, and reduce the safety factors so essential in public playground apparatus. Avoid makeshift, unsightly welded joints or fittings. Welding complicates the work of installing equipment, makes repair or replacement doubly difficult, and destroys the protective zinc coating of the galvanized finish.

Proper installation of playground equipment will promote safety. There should be adequate concrete footings and perfect alignment of all frame members to assure maximum structural strength and rigidity. Properly installed, well designed, rugged equipment is ready and able to withstand years of use and abuse. Leading manufacturers, incidentally, usually furnish easy-to-read blueprints to show correct installation procedures.

Maintenance Program

After the equipment is properly installed, a careful, thorough maintenance program should be carried on to avert possible accidents caused by defective units. Regular checkups on equipment are recommended. Defective apparatus should be promptly taken out of use and repaired. Hazards under apparatus, such as exposed pipes, hard surfacing, and carelessly strewn objects, should be removed. Steel racks should be installed to permit orderly and safe parking of bicycles. Pits of tanbark, sawdust, sand or shavings should be provided to cushion falls from apparatus.

Makeshift repairs or temporary patching-up of badly worn or shoddy equipment is false economy and actually develops additional hazards for the youngsters. Instead, repairs should be made in a thorough, workmanlike manner.

One of the finest exercise-giving units is the castle tower which, when properly installed and maintained, assures safety while children satisfy that urge to climb. It keeps them away from trees, fences and other hazardous perches.

Companion Piece

A companion piece is the castle walk, which combines features of the castle tower and horizontal ladder. Made of 1 1/16" hot-galvanized steel pipe, these two climbing units permit the smallest children to get a firm grip and maintain a safe handhold. There are no ugly dangerous U-bolts on this equipment; only smoothly rounded certified malleable frame fittings through-bolted through the pipe members to guarantee safety and maximum structural strength.

Swing seats can be dangerous if not properly designed. Some of the better seats have the wooden board enclosed in a soft rubber covering while others are of the strap type. Consequently, there are no sharp corners, rough edges or massive end castings to cause injury. For the very small tots, the nursery chair type of swing seat assures utmost safety for it is impossible for them to fall off while the swing is in motion.

While the slide is always a thriller for youngsters, this equipment need present no dangers if properly designed and constructed. Steps, braces and chute siderails should be firm and free from slivers, screws and nails. Installation of all-steel slides, incidentally, would eliminate any possibility of injury from slivers, such as are often present in poorly maintained wooden chute siderails. All wooden parts of apparatus should be refinished regularly. Years of extra service can be added by repainting as necessary.

HORIZONTAL LADDER
(American Playground Device Co.)

CASTLE TOWER
(American Playground Device Co.)

HELLMAN THEATRE

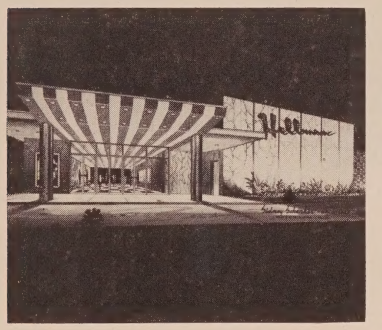
Features Novel Decor

The theatre will have new lounge type relax-reclining seats. The seats will be fully upholstered and so well spaced that anyone and everyone can leisurely sit and enjoy their entertainment in complete comfort. Backs will be hinged to chair and adjust to the perfect comfort of the patron.

The most advanced projection equipment will be installed at the theatre. Equipment will be the ultimate in viewing pleasure, including the showing of motion pictures filmed in Super Technirama 70, Todd AO, and other 70mm processes.

An eight degree angle of projection will permit the Hellman to have the finest 70mm projection possible. Only the Hellman in the entire Tri-City area is so constructed to permit this angle of projection.

A new 52-feet wall-to-wall screen will also be installed. This will be the largest screen in the area, permitting a brilliancy, clarity, and depth that draws the viewer into the action of the scene.



The theatre will be acoustically treated for the installation of wrap-around stereophonic high fidelity sound. Eight stage and 14 wall speakers will surround the auditorium so that perfect tone quality will be heard in all parts of the theatre.

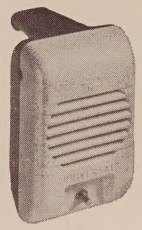
All decorations for the theatre will be handled by the same staff who decorated such fabulous hotels as the Fountainbleu and the Eden Roc Hotels in Miami Beach. The designed luxurious carpet, custom made for this theatre, special foyer and coffee lounge furniture, in addition to the special wall treatments, curtains and seating materials, are parts of the decor. Also, for the coffee lounge, a nine foot chandelier will be installed. Unique auditorium lighting fixtures, giving an added touch of glamour to the theatre, was designed.

Parking facilities for 500 cars will be provided upon opening.

Unique location puts the Hellman in the heart of the residential district of Albany. Flanked by the $100,000,000 New York State Camp site and two new shopping centers, the Hellman's location is uniquely desirable. Less than ½ mile away is Exit #24, New York State Thruway, and Exit #1, of the New York State Northway, which brings Troy, Schenectady, and the entire North East section for a radius of 100 miles within minutes of the theatre, minus city driving.

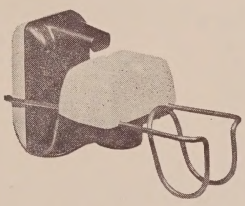
The Hellman was designed by Sydney Schenker of Paterson, New Jersey, and Leon Einhorn of Albany. Mannie Friedman will manage the Hellman.

AMERICA'S FINEST
DRIVE IN THEATRE EQUIPMENT
HIGHEST QUALITY-REASONABLY PRICED



®**"UNIVERSAL" IN CAR SPEAKER**

Smartly styled—pleasing tone quality. Permanent mold aluminum housing. Theatre name may be cast on speaker. Alnico 5 high energy magnet on speaker unit. Completely weather and fungus proofed. Perforated metal grill. Housing has slanted louvres. Neoprene speaker cord. Permanently sealed, self lubricated volume control. Three models for your selection.

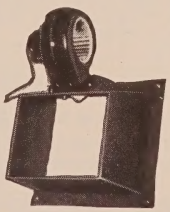


SPEAKER-SAVER
stops damage from falls

Cut your speaker bills. New Speaker-Saver Basket makes it easier for your customers to replace speakers . . . keep them from falling. Pays for itself in savings. Made of formed heavy gauged aluminum rod. Natural aluminum finish.

®**"ATOMIC JET" LAMP HOUSE BLOWERS**

A must for todays' higher amperages. Keeps lamps cooler—cleaner. Acts as an auxiliary to exhaust system. Simple to install—economical to operate.



®**"PORTHOLE BLOWERS"**

Protects expensive equipment. Cleaner lens—cleaner equipment. For indoor and drive in theatres. Designed for wide projection.

COMPLETE SELECTION MODERN DIRECTIONAL LIGHTING

Entrances—exits—Aisle lights—ramp lights—concession—rest rooms. A light for every requirement. Your silent traffic director at all times. Provide safety—convenience—color.

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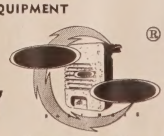


505 West Ninth Street — HArrison 1-8006 or 1-8007 — Kansas City, Missouri

Drive-In Concession Turnstile Systems

Orderly Traffic Flow Brings Increased Refreshment Sales

■ WITH THE INCREASE in use of cafeteria style serving systems at drive-in theatre refreshment stands, modern methods of controlling crowds for fast, orderly service during the peak show break rush is necessary.

Illustrated on this page are several Perey Turnstile systems suggested for drive-in theatre refreshment stands.

The single counter unit usually found in the small drive-in (figure #1) shows two Perey #20 Traffic Controller 4-arm, one way turnstiles installed to regulate the traffic in two serving lanes. The single cashier collects for both lanes.

The three sided refreshment stand generally suitable for the medium-large size drive-in is shown (figure #2) with four space saving Perey Super Kompak Traffic Controller one way turnstiles controlling the traffic flow of the four serving lanes. Two cashiers are employed each responsible for two lanes.

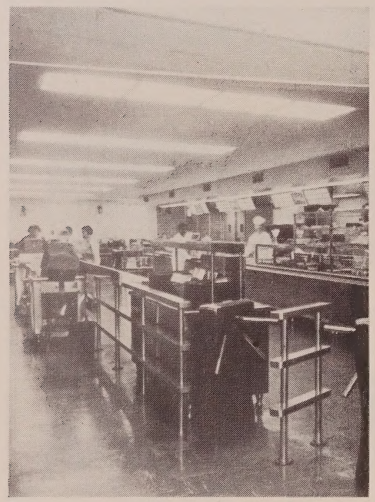
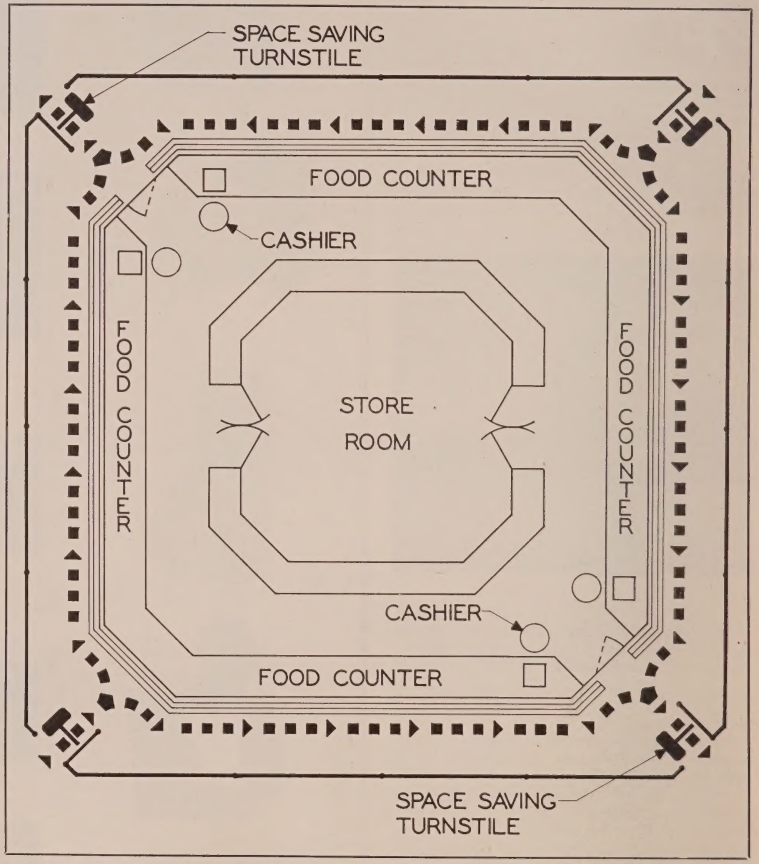
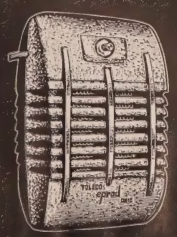


Photo shows a Perey Turnstile installation. Notice single entrance, with cashier at exit. Story diagrams show best possible layouts for maximum sales.

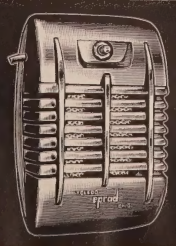
The polygon shape refreshment stand (figure #3) is equipped with Super Kompak Traffic Controller one way Perey Turnstiles. This design suitable for the largest drive-ins have longer lanes to accommodate peak intermission crowds with four cashiers to speed service. With this system it is possible to close off one or more lanes on lightly attended



NEW EPRAD SPEAKERS GIVE YOU BETTER SOUND . . .



NEW HI-FI
Speaker of incomparable excellence. New 2.15 oz. "Alnico 5" magnet. Die-cast aluminum case with two-tone epoxy enamel finish. 4 in. driver. TWO YEAR GUARANTEE. $7.25
Suggested List Price



NEW MERIT
Value-packed speaker. Passivated die-cast aluminum case. 1.47 oz. "Alnico 5" magnet. 4 in. driver. $5.40
Suggested List Price

NEW HUMDINGER
A low-priced speaker of quality. Two-tone Fiberglas case (not plastic). "Alnico 5" magnet. 3½ in. driver. $3.95
Suggested List Price

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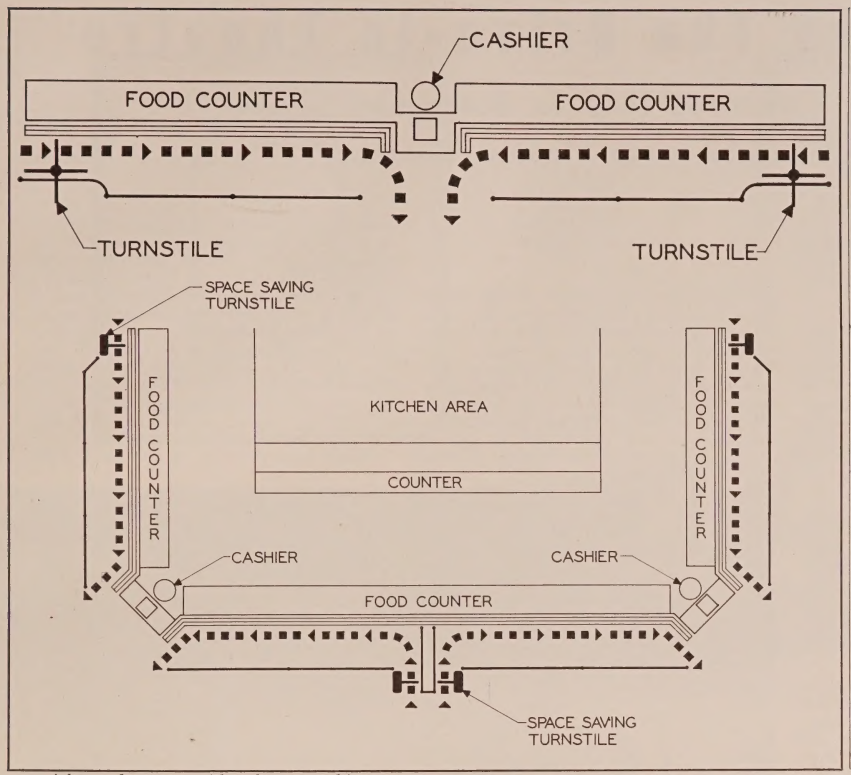

nights and operate with only two cashiers.

Each turnstile system assures rigid Traffic control and solves the problem of customers congesting at concession stand, pushing, loitering and patrons avoiding payment. The turnstile system employs modern properly placed rail barriers that assure fast, orderly service, satisfied customers and more profits.

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We gratefully acknowledge the valuable assistance of Perey Turnstile Company, New York, in the preparation of this article.

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• CAR COUNTERS • RAMP SIGNS...SOLD NATIONALLY THRU THEATRE SUPPLY DEALERS

Expanding The Drive-In Theatre

Experienced Help In Redesigning Eliminates Costly Physical Mistakes

By R. S. Ballantyne
The Ballantyne Company

■ With the introduction of many new building materials, remodeling the drive-in theatre to create the new "out of this world" attractiveness does not present a major problem for existing buildings.

Prefinished woods, plastic products, and the many attractive new types of glass and glasswich patterns permit economical remodeling of interiors regardless of existing decor. There are so many new types of Vinyls, tiles and formica Type counter materials, including laminated plastics, that every concession counter can sparkle with cleanliness and lend appeal to concession items. New laminated wood beams, stressed skin box beams, precast streamlined concrete beams as well as new steel, aluminum extrusions, and plastics make the modern styled building extension possible without major expenditure. There is no reason for a drive-in theatre not offering comfort, quality projection, modern concession service, and surroundings through these products that are programing Americans' future today.

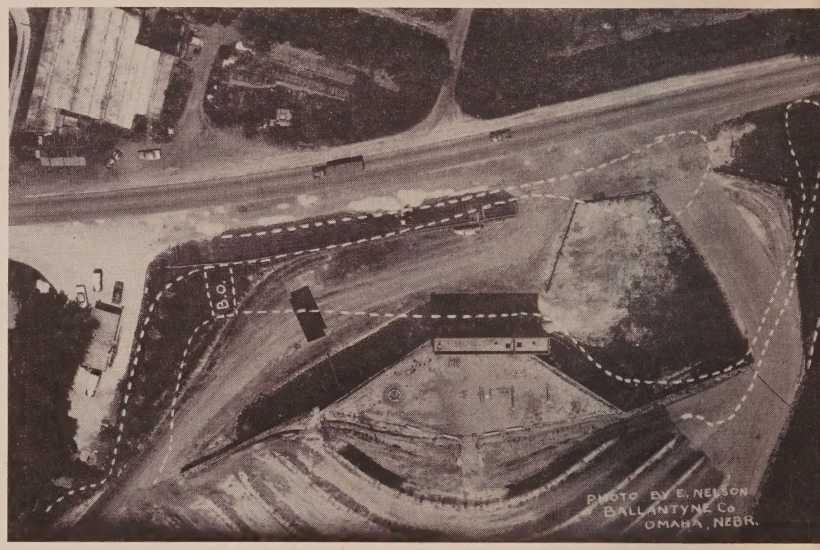
Expanding car capacity while improving traffic flow is frequently as complicated as a mathematical equation. Still, like the equation, there is usually a formula to find the answer. Since each drive-in theatre differs in many respects, there has, unfortunately, never been a fixed formula to solve expansion problems. A formula can usually be found, however, by careful study. A very unusual situation was handled uniquely by the Ballantyne Company this year, which proves "it can be done."

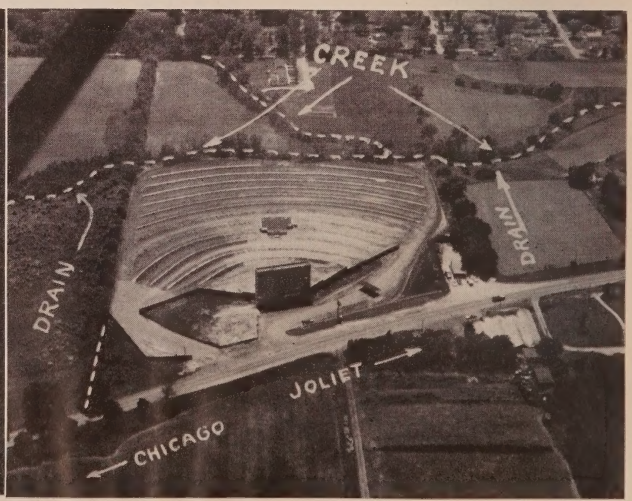
The situation: a hold back area, inadequate, causing complaint from highway officials (Fig. 3) and R. Bachman of Joliet, Illinois having the even more pressing problem of his community population increasing with no place to put them in his drive-in theatre.

Even if the cars could be moved off the highway and into the drive-in area, a creek made it appear there was no way to increase ramps facilities to hold the cars. Also, if additional capacity were possible, the concession would have to be remodeled to handle additional patrons. Added to this was the problem of expanding rest room facilities which unfortunately were already inadequate.

Bachman called on The Ballantyne Company for consultation and Ed Nelson was sent to look over the situation. A hurried tour indicated a survey was the immediate need. Original plans had long been mislaid. To avoid a costly survey by civil engineers, a plane was rented and aerial photographs taken by the Ballantyne engineer. A roll towel was spread across the front of the concession and measured off at exactly 50 ft. After photos were developed, an enlargement was made so that the towel was exactly one inch long, resulting in a scaled photograph where one inch equalled 50 feet. (Fig. 1)

Photos were taken at an altitude of 1,500





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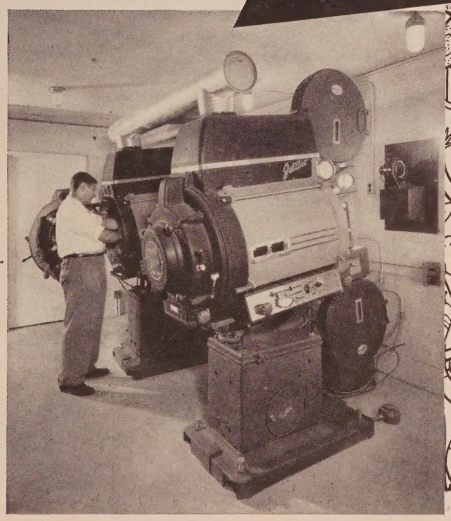
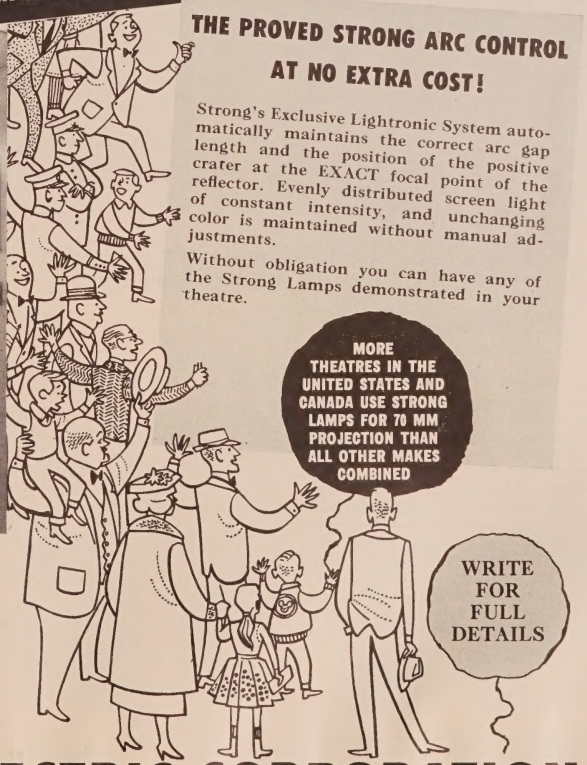


THE PROVED STRONG ARC CONTROL AT NO EXTRA COST!

Strong's Exclusive Lightronic System automatically maintains the correct arc gap length and the position of the positive crater at the EXACT focal point of the reflector. Evenly distributed screen light of constant intensity, and unchanging color is maintained without manual adjustments.

Without obligation you can have any of the Strong Lamps demonstrated in your theatre.



MORE THEATRES IN THE UNITED STATES AND CANADA USE STRONG LAMPS FOR 70 MM PROJECTION THAN ALL OTHER MAKES COMBINED

WRITE FOR FULL DETAILS

BRINGS INDOOR THEATRE QUALITY PROJECTION TO LARGEST DRIVE-INS!

Strong manufactures nine types of projection lamps—the only complete line... THREE ARCS ESPECIALLY DESIGNED FOR BOTH 70 MM and 35 MM PROJECTION without changing the reflector.

THE STRONG ELECTRIC CORPORATION

21 City Park Avenue Toledo 1, Ohio

feet to avoid distortion. From an oblique photo, (Fig. 2) surrounding area was studied. It was apparent from neighboring land that the creek flow could not be altered. The only solution to keep drainage off neighboring property was to put the creek into a sewer. Accordingly, tile pipe was laid in the creek bed and covered.

Additional ramps as shown in Drawing 2248F were only a matter of grading and surfacing once the problem of the creek was solved. An additional septic tank was added to handle the 468 car increase, and attention then concentrated to the traffic problem at the entrance. (Fig. 3) The need was hold out space for 20 percent of capacity. The photograph indicated there was much wasted space at the exit. Also fence lines (Fig. 2) made it apparent the property ran straight along the fence line to the highway. It is also quite evident no material gain could be made with the box office in its present location.

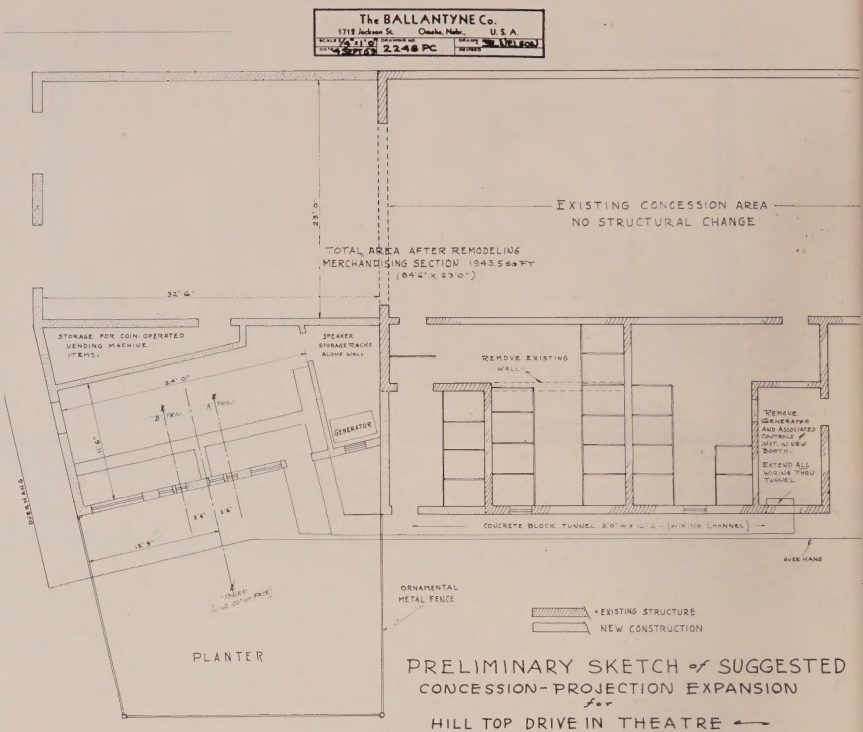
All difficulty was overcome by designing a combined entrance—exit with a sweeping S shaped drive entrance as shown on the drawing for remodeling the field. Dwg. 2248F The box office was literally picked up and moved from it's location to almost the first ramp. Hold out area resulted in an increase of what was anticipated. Result—the highway officials were satisfied, Bachman's problems of "where to put them" was eliminated, and only the problem of increased concession facilities for which there are so many new products available remained.

The photograph (Fig. 1) accentuated the fact that the projection room was completely off from a 90 degree projection path. Facing the screen, the projection room was on the extreme left, rest rooms next, and concession to the rear. To avoid costly removal of plumbing, the projection room was moved to the extreme right, achieving the much needed 90 degree projection path. Additional rest room facilities were placed in the area vacated by the projection equipment. Rather than remove and extend all conduit, a tunnel was built from the old to the new projection room and wiring run through this tunnel. Walls of the projection room were placed on an angle so the projectors were 90 degrees from the front wall, eliminating an "out of proportion" feeling the projectionist would encounter with projectors on a 25 degree angle from the front wall. A planter area was built in front of the projection booth to prevent interference with the projection beam. Dwg. 2248PC

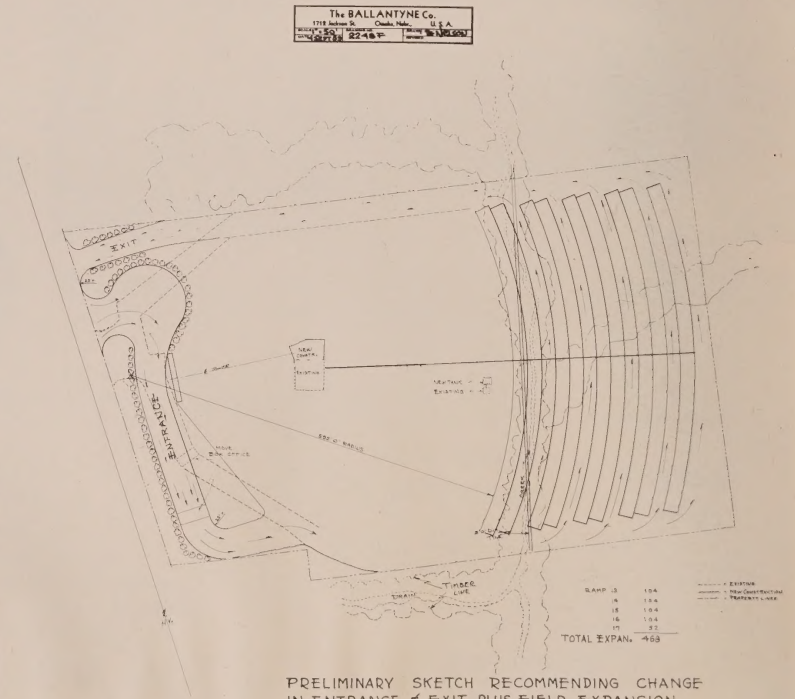
The concession was extended across the rear of the new projection room, doubling the square footage of area, as well as doubling the entrance and exit areas. The counter was extended and then divided to accommodate twin service.

While every situation has its individual problems and each problem must be treated as such, Bob Bachman will assure you there is a formula to solve every problem—It may not be a mathematical equation, but any drive-in theatre problem can be divided by study, plus creative engineering for layout, divided by economical and sound thinking, plus modern material, equals added profits.

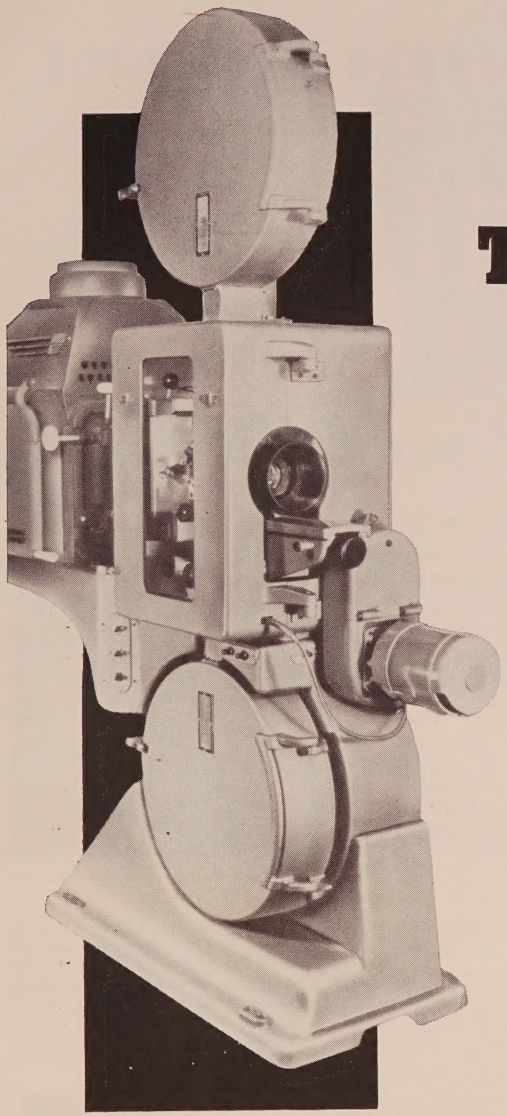
$$MAX = Ma\frac{L_1}{L} + 2Mb\left(\frac{W_1^2}{Ma^2} + \frac{W_2 M_2}{Ma}\right) = \frac{A^2}{C^2} = 896$$



PRELIMINARY SKETCH of SUGGESTED
CONCESSION-PROJECTION EXPANSION
for
HILL TOP DRIVE IN THEATRE
MR. R. BACHMAN - JOLIET, ILL.
BY- EDW. J. NELSON - THE BALLANTYNE Co - OMAHA NEBR.



PRELIMINARY SKETCH RECOMMENDING CHANGE
IN ENTRANCE & EXIT PLUS FIELD EXPANSION.
for MR. R. BACHMAN - HILL TOP DRIVE IN THEATRE
JOLIET, ILL.
by E. J. NELSON - THE BALLANTYNE CO. - OMAHA, NEBR.



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specially built for and selected by Todd-AO for their process,
suitable for all 70 and 35 mm formats!
In every 70 mm equipped theatre—throughout the
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Norway, France, Spain, Venezuela, Argentina,
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exhibitors have now found proof of PHILIPS leadership
in design and performance . . .
just as in the thousands of 35 mm theatres,
spread all over the world,
where the **PHILIPS** *Cinema* emblem
is a guarantee for
PERFECTION IN SOUND AND PROJECTION.

PHILIPS *Cinema* EQUIPMENT

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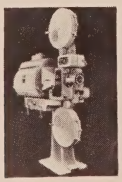
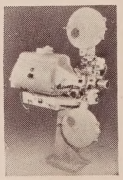
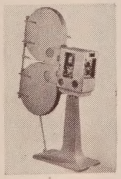
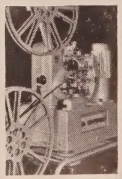
FP 7 Enclosed projector	FP 56 Standard projector	FP 3 Small projector	Portable 35 mm Complete mobile unit	Professional 16 mm Complete mobile unit
				

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The Philips Multi-Purpose Projector

Construction Details Of The Completely New Machine Developed For 70/35mm Films

By W. J. M. Jansen
Philips, Limited

PHILIPS MULTI-PURPOSE 70/35mm film projector (originally developed for the Todd-AO System) is a machine capable of projecting films made in any of the motion picture systems available for normal distribution today.

It offers all facilities for Large Picture Projection and Multiple Track Magnetic Sound Reproduction.

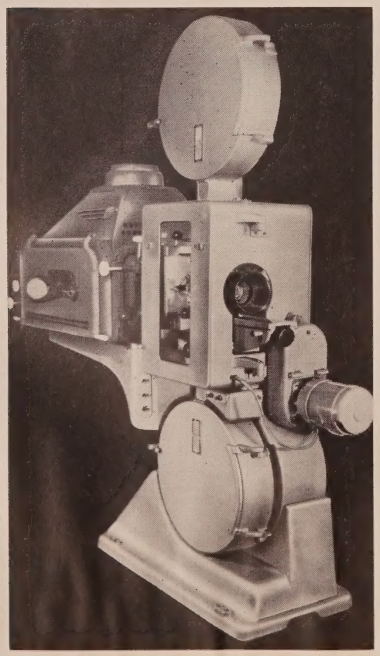
The projector is suitable for: 70 or 65mm film provided with up to six magnetic sound tracks; CinemaScope film provided with four magnetic sound tracks; CinemaScope film with optical sound track or Perspecta-Sound; CinemaScope Magoptical prints: Wide Screen film of any aspect ratio provided with magnetic or optical sound tracks, and Standard 35mm films.

Its versatility is such that changing from one projection system to another (i.e. from 70mm to 35mm systems and vice versa) takes only a few minutes.

Driving Mechanism

The driving mechanism is very sturdy and at the same time very simple, making it perfectly reliable. The sprockets, the intermittent mechanism, the shutter and the take-up spool are driven by a stout vertical main spindle. This spindle is driven by a horizontal shaft, which also drives the spur-gear oil pump located in the base of the projector housing and hence is always below the oil level. All the gear-wheel transmissions and bearings are richly lubricated via an oil conduit with tappings.

Philips Multi-Purpose 70/35mm Projector



Intermittent Mechanism

In principle, the intermittent mechanism of the projector equals that of normal 35mm mechanisms, but it is of much more robust construction. However, to keep the acceleration forces and therefore wear of the mechanism as low as possible, it is of the utmost importance that the Maltese cross and the intermittent sprocket be light.

Aluminum was the most obvious material to use, since it is light in weight, but it is also soft and therefore at first sight did not seem suitable for the manufacture of sprockets. After many experiments, a special method was found for hardening the surface of the aluminum, and a life test proved that aluminum sprockets treated in this way compared very well with chrome-nickel sprockets.

Picture Gate

The larger size of the image area also entails a different construction of the picture gate. Due to the greater mass of the 70mm film, the normal construction (a flat runner plate and resilient pressure skates) provides inadequate braking power. For good definition it is furthermore necessary that the distance between the film in the gate and the projection lens should not vary. When a flat gate is used, 70mm film is liable to bend in a transverse direction and this cannot be remedied. For these reasons, the projector is equipped with a curved runner plate. The slight bend in a longitudinal direction gives the film a greater transversal stiffness.

Shutter

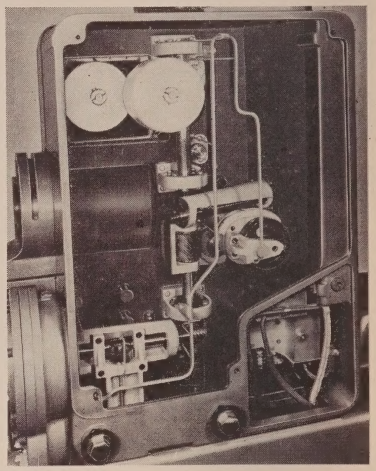
The Philips projector is equipped with a one-Blade conical shutter with a very large diameter. At a film speed of 30 frames/sec the shutter rotates at a speed of 3600 r. p. m. and at a film speed of 24 frames/sec at 2800 r. p. m. This type of shutter has been chosen for the following reasons: The Todd-AO system is intended in the first place for the projection of very large pictures. Loss of light must therefore be avoided as much as possible. The conical shutter can be mounted close behind the mask, so that it intercepts the light beam where it is narrowest. This, in conjunction with the large diameter and the high speed, guarantees the smallest possible angle of interception and the highest efficiency for this type of projector.

Cooling

The high light-intensity and the great heat it generates require powerful and efficient cooling of both the film and the projector. For this reason, the plate on which the pressure strips are mounted is watercooled. The shutter of the projector has been constructed as a powerful fan which sucks in the cold air from the rear of the projector and blows it against the film in the gate.

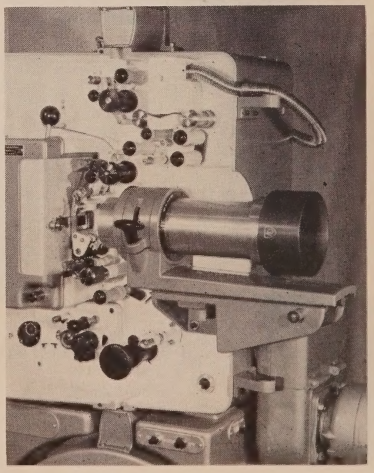
Lens Holder

The Todd-AO system requires a very large optical system. The size of this system determines that of the lens holder. The lens is focused by means of the knob underneath the lens mount bracket over which the entire lens holder slides during focusing; this adjustment is free of any backlash.



View of Projector with Rear Cover Removed

Projector Head with Door Removed to Give View of Film Path



The Philips Multi-Purpose 70/35mm projector is marketed in the U.S.A. by: NORELCO, North American Philips Company, Inc., Motion Picture Equipment Division, 100 East 42nd Street, New York City 17.

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that Assures Brilliant Pictures on the Biggest Screens!

The Ventarc has been proved against all other lamps to be positively the most powerful by far. No other lamp comes even close. It employs a totally new and different technique—a three-dimensional, cylindrically-shaped light source—and a 21-inch reflector, the largest ever used. The Ventarc projects double the light of any lamps using 16½" reflectors, 51% more than lamps using f 1.7-1.8 lens. AND—the Ventarc is designed for use with 70 mm projectors as well as 35 mm.

A fully automatic arc crater positioning system is standard equipment—

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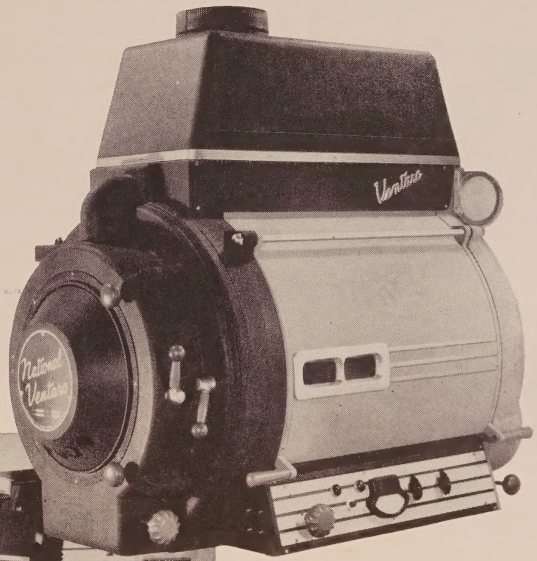

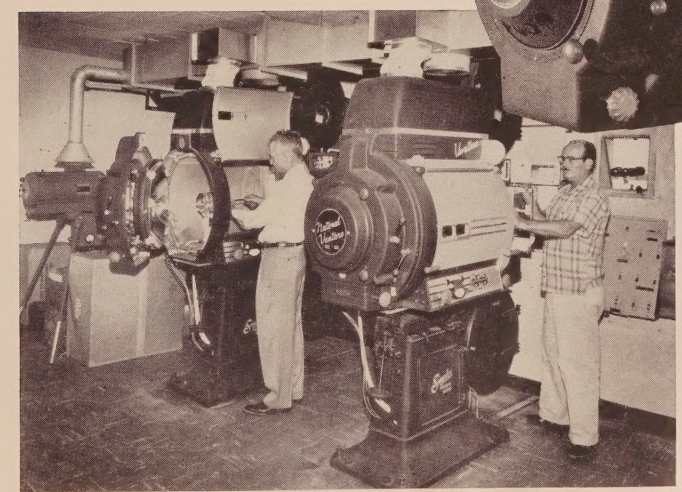

National offers 9 models of projection lamps for meeting the needs of all size theatres.

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PHILIPS •

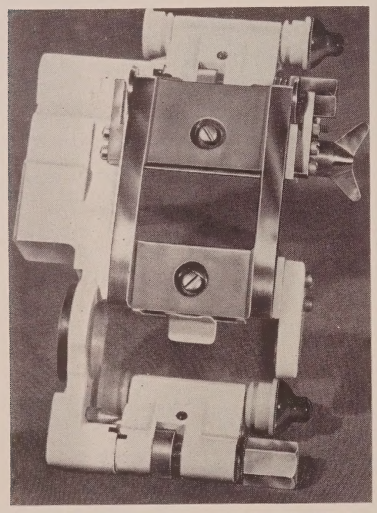
Continued from page 46

Soundheads

The soundhead for the scanning of magnetic sound tracks is located in the top right-hand part of the projector. A combined scanning head for 70mm films and CinemaScope films is located at the top of the two rotating sound drums of antimagnetic material. The optical soundhead also forms a single, easily removable, unit. One of the most important characteristics of this soundhead is that in the scanning system a 13.5 times enlarged picture of the sound track is projected on to the scanning slit. This picture is visible through an observation window, so that the position of the sound track with respect to the slit can easily be adjusted by the projectionist.

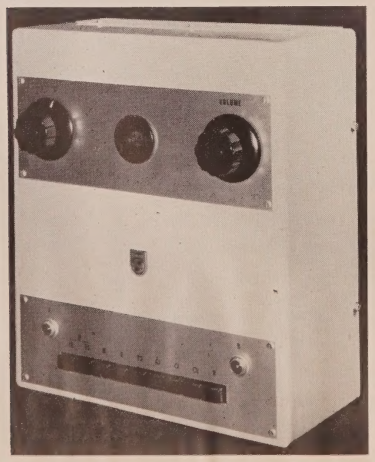
Light Source

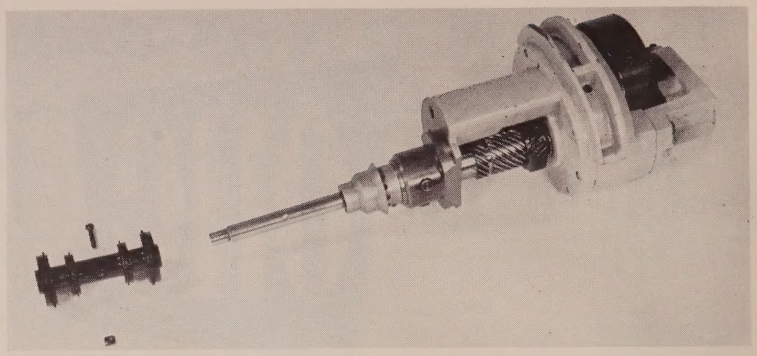
The shape of the projector and of the mounting table are such that any light source can be used, provided that its optical properties match the image size.



(Top photo) Runner Plate with Two Pad Rollers

(Bottom)
System-Selector and Volume-Control Box





Sprocket Shaft

Parts for Modifying Projector

As, for the time being, it is not to be expected that a given theatre will show only 70mm films, it is necessary that the projectors can also be made suitable for running 35mm films. The Philips projector is undoubtedly most universal in this respect. Films shot in any of the previously mentioned systems can be shown with this projector.

The modification from 70mm to 35mm film projection or vice versa takes only a few minutes. The mask of the gate for 35mm films can be replaced in a few seconds by that for CinemaScope films or by a wide screen mask. All the sprockets used in this projector and the rollers of the fire traps are universal and do not need to be replaced. Each sprocket is provided with two sets of teeth, one set spaced for 70mm film and the other spaced for 35mm film. The outer flanges of the intermittent sprocket have 20 teeth and the dinner flanges 16 teeth; for the other spockets the number of teeth is 30 and 24 respectively. The teeth have the required shape for CinemaScope film.

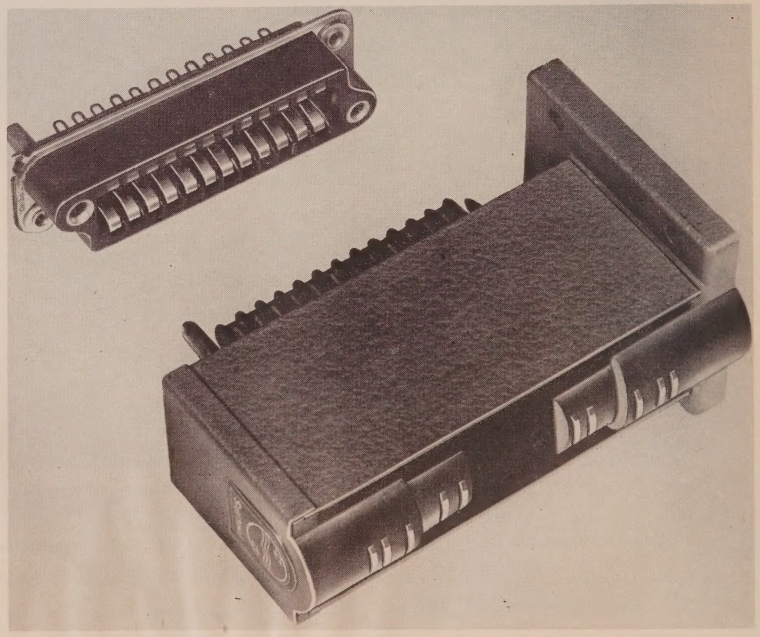
United States Distribution

North American Philips, 100 East 42nd Street, New York City, is the United States outlet for N. V. Philips Gloeilampenfabrieken, ELA Division. Todd-AO Corporation is the exclusive United States distributor of Norelco (Todd-AO) 70/-35mm projection equipment.

It is no coincidence that PHILIPS were approached by the American Optical Company for the development and manufacture of the projector, which basically had to be suitable for Todd-AO as well as for 35mm film reproduction.

The design of this equipment had to be faultless! Philips—with their many years' reputation in the international cinema field—could meet the highest requirements of ingenuity of invention, quality and reliability. The outcome: Philips Multi-purpose projector, a projector which gives proof of Philips' professional skill in this domain.

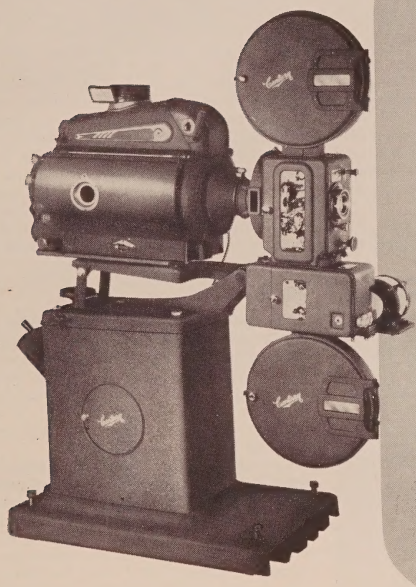
The Magnetic Cluster



Century PROJECTION AND SOUND SYSTEMS

TRY THE *NEW* CENTURY PROJECTOR

. . . you will be ahead with CENTURY for years to come!



The NEW CENTURY projectors have more *desirable features* than any other equipment. You will find no "gadget improvements" on CENTURY equipment — everything is scientifically arrived at — to give you *full dimensional* reproduction of picture and sound, with trouble-free operation.

HIGH EFFICIENCY MECHANISMS. CENTURY projectors require almost no maintenance. They contain fewer parts (10 gears where others require up to 23) in simple arrangement so that stress and wear are at a minimum. The ingenious design of the main drive shaft eliminates the pinion and stud unit of the soundhead coupling and provides a more positive trouble-free drive. Fewer gears and shafts mean less trouble, lower maintenance, less vibration, sharper pictures . . . finer projection.

CLEAN, TROUBLE-FREE OPERATION. CENTURY has reduced lubrication headaches. There are no oil sprays or oil baths to mess up film and projection room. Oil-less bearings and glass-hard steel gears rule out bindups.

MAXIMUM LIGHT PROJECTION. The mechanism is designed for f/1.5 optical system and 4" diameter lenses and will accommodate the latest high-intensity arc lamps.

WATER-COOLED PROJECTOR APERTURE. Another CENTURY-introduced design, now widely used. CENTURY'S non-condensing, slide-in, water-cooled aperture is a model of simplicity to use but it will pay big dividends in improved projection.

CURVED FILM TRAPS & GATES. CENTURY curved gates are patterned after the well known CENTURY film trap and gate. The new curved film trap features solid fixed shoes. This sturdy precision design, provides positive positioning of the film—therefore positive focus. The aperture plate was designed as an integral part of the film trap which serves to maintain the correct focus.

Century ENGINEERED SOUND SYSTEMS - STANDARD AND STEREOPHONIC

. . . designed to meet your needs—present and future. They give you the best that modern science can offer.

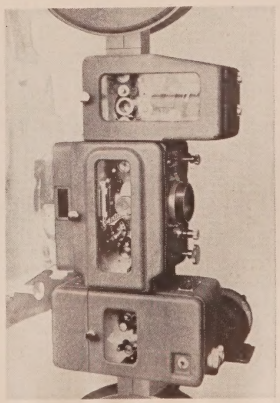
AWARD-WINNING SOUND QUALITY. CENTURY sound reproducers feature the famous *hydro-flutter suppressor*, exclusively—winner of an Academy Award because it is a "fundamental improvement in film drive" and "results in improved quality in the theatre". (Citation of the Academy of Motion Picture Arts and Sciences). CENTURY sound has unusually high fidelity due to the low flutter obtainable with CENTURY sound reproducers.

SIMPLIFIED OPTICAL SYSTEM. CENTURY sound reproducers employ a high-efficiency straight-through optical system. No mirrors or prisms to fog or tarnish. Amplification requirements and noise interference are reduced.

MECHANICAL ADVANTAGES. Quick threading; oil-less bearings; interchangeable unit construction, simplified service; standardized design for use with any standard make of projector or pedestal.

CENTURY STEREOPHONIC SOUND—another brilliant new design achievement by CENTURY. The whole system except for penthouse reproducers and stage speakers is contained within one medium sized permanently wired enclosure. It is simple to install, operate and service. This system possesses wide flexibility for any magnetic sound presentation and contains ample facilities for conversion to future needs. Single or multiple-track reproduction.

NEW — EXCLUSIVE, CENTRAL JTR Transistorized Sound System. The only all-transistorized sound system, fully self-contained within the reproducer! No external wiring required.



CENTURY'S new 35-70mm projector, instantly convertible to either film width

See your CENTURY dealer or write:

Century **CENTURY PROJECTOR CORPORATION**
NEW YORK, N. Y.

National Theatre Supply's "Seventy" Projector

An Excellent 70mm Projector Manufactured By Eugen Bauer

By John E. Currie
Vice-President
National Theatre Supply Company

■ The national "seventy" projector is manufactured by the Eugen Bauer Company, Stuttgart, Germany. Installations of Bauer Projectors may be found in leading theatres throughout the world.

Specifically designed for 70mm operation, the National "Seventy" projector is adaptable in a matter of minutes to any of the various 35mm systems . . . standard; wide-screen; Cinemascope; etc. Superb design features; exceptionally rugged components; adaptability to all present day sound requirements both optical and magnetic; combine to make the National "Seventy" the most dependable all-purpose projector available.

"Seventy" projector may be converted from 70mm operation to 35mm operation in a matter of minutes. A program combining the two film sizes may, therefore, be scheduled. All of the parts that require changing are coded for 70mm or 35mm operation so that there can be no mistakes. Separate sprockets are provided for each film width.

Sprockets

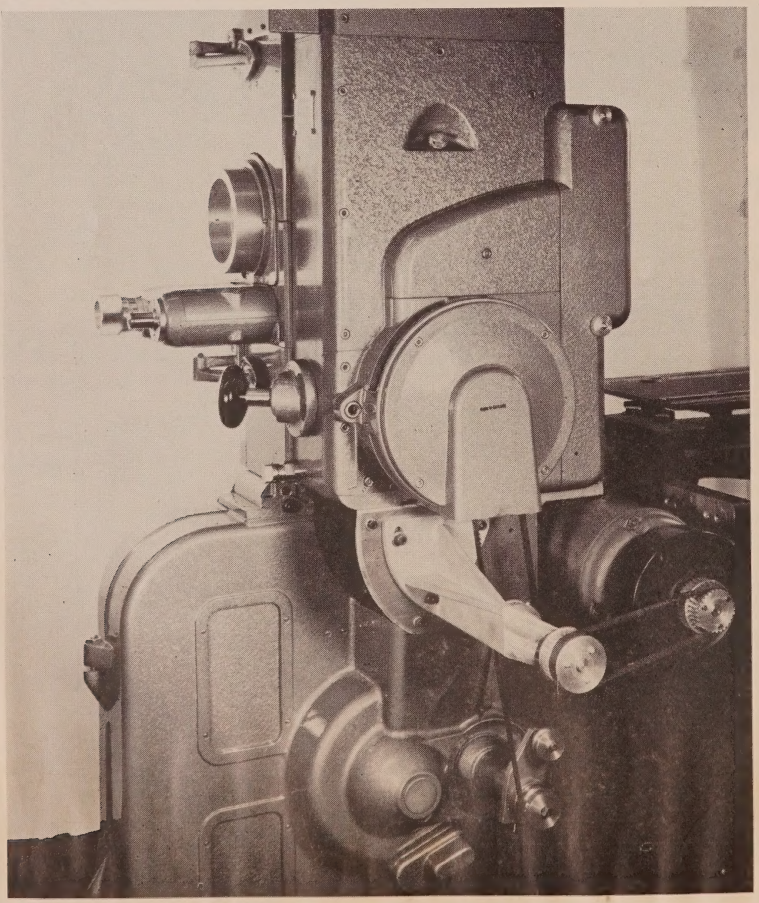
The sprockets, which must be changed when converting, are the two feed and take-up sprockets (24 teeth with 35mm, 30 teeth with 70mm), the intermittent sprocket (16 teeth with 35mm, 30 with 70mm), the driven sprocket on the six-channel magnetic sound head (either 24 or 30 teeth respectively) and one guide roller.

The entire sprocket change takes only about one to two minutes, the conversion being simplified in particular by the fact that the pad-rollers holding the film in the sprocket teeth do not have to be changed when converting from 35 to 70mm film. A turn of the eccentric sleeve on the roller braket suffices for carrying out this adaption.

The film gate and film trap are mounted on steel guide pins and are slipped off in one single motion. The correct, slip-in type aperture, is replaced with the trap. The lenses for each film projection system are mounted in quick-change holders that can be removed or mounted in place on the projector by loosening or tightening one clamping screw.

Pre-focusing provisions are made so that the lenses for each system will be in focus when used. Should a change in film speed be required it is accomplished by moving the drive motor closer to, or farther away, from the projector mechanism. Two quicklock levers facilitate the change.

National "Seventy" Projector with guards and covers removed showing belt driven model mounted on Simplex LL-1 heavy duty pedestal. Gilmer belts and pulleys provide for 30 frames per second or 24 frames per second.



Alignment Problems

The roomy, fully enclosed projector housing includes optical and magnetic sound components as an integral part rather than separate, added on units. Alignment problems are eliminated . . . a direct, gear-coupled drive motor may be utilized with a corresponding reduction in shafts and gears . . . and film threading is facilitated.

Converting of the magnetic sound head from 4 to 6-channel sound reproduction is unnecessary, for the sound head contains two separate scanning heads: one for 35mm four-channel film and one for 70mm six-channel film. A switch-over device, which is set in operation automatically when the film is laced over the magnetic scanning head appropriate to its particular width, prepares the amplifier equipment for reproducing the sound from either four or six channels, resulting in top quality reproduction while assuring maximum possible life of the heads.

The optical sound head is an integral part of the projector mechanism. It is equipped for reproducing the sound from normal optical-track films, but at the same time enables the scanning of those working on control-frequency systems (Perspecta Sound). Its time-tested component parts are a guarantee of first-class sound reproduction. The film is led over a sound-drum possessing a large flywheel which results in excellent sound-speed constancy.

Traction Controlled

An adjustable breaking-roller permits the traction of the film through the head to be controlled to such an extent, that any variation in film-speed arising from the intermittent-sprocket feed are filtered out completely. A double-roller oscillatory device ensures that even the finest longitudinal variations in film-speed, such as could be caused by film-splices or films with damaged perforations, can produce no detrimental effect on the quality of sound reproduction. The scanning-slit in the light-efficient sound optic can be limited in its width and thus be matched perfectly to the particular width of the sound track.

(*Continued on page 52*)

NATIONAL PROJECTOR CARBONS

TRADE-MARK

FOR EVERY TYPE OF PROJECTION LAMP

Sold through Authorized Distributors

OPERATING DATA — CARBONS FOR MOTION PICTURE FILM PROJECTION

CARBONS		Arc		Lamp optical system	Approx. carbon consump. rate in./hr.	
Positive	Negative					
Description	Description	Amp	Volts		Pos.	Neg.
Non-Rotating, Reflector-Type Lamps—"One Kilowatt" d-c Trim						
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	40	27.5	11⅜ in. dia *f*/2.5 mirror	5.4	3.2
Non-Rotating High-Intensity Trims						
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	42	35	14 in. dia *f*/2.3 mirror	6.4	3.7
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	46	37	14 in. dia *f*/2.3 mirror	8.0	4.0
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	50	40	14 in. dia *f*/2.3 mirror	9.8	4.3
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	55	42	14 in. dia *f*/2.3 mirror	12.0	4.7
8mm × 12 or 14 in. "Suprex"	7mm × 9 in. "Orotip" C	60	37	14 in. dia *f*/2.3 mirror	9.0	3.8
8mm × 12 or 14 in. "Suprex"	7mm × 9 in. "Orotip" C	70	40	14 in. dia *f*/2.3 mirror	13.6	4.3
9mm × 14 in. "Suprex"	8mm × 9 in. "Orotip" C	65	40	14 in. dia *f*/2.3 mirror	7.6	3.3
9mm × 14 in. "Suprex"	8mm × 9 in. "Orotip" C	75	43	14 in. dia *f*/2.3 mirror	10.8	3.8
9mm × 14 in. "Suprex"	8mm × 9 in. "Orotip" C	80	45	14 in. dia *f*/2.3 mirror	13.8	4.0
Rotating, Reflector-Type Lamps						
9mm × 20 in. High-Intensity	5/16 × 9 in. "Orotip"	75	52–56	16–16½ in. dia *f*/1.9 mirror	14.0	3.3
9mm × 20 in. High-Intensity	5/16 × 9 in. "Orotip"	80	53–57	16–16½ in. dia *f*/1.9 mirror	16.3	3.4
9mm × 20 in. High-Intensity	5/16 × 9 in. "Orotip"	85	54–58	16–16½ in. dia *f*/1.9 mirror	18.7	3.5
9mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	90	55–59	16–16½ in. dia *f*/1.9 mirror	21.1	2.7
10mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	95	51–57	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	15.0	2.3
10mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	100	54–59	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	16.5	2.5
10mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	110	59–65	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	24.5	3.1
11mm × 20 in. High-Intensity	⅜ × 9 in. "Orotip"	110	57–62	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	12.5	2.7
11mm × 20 in. High-Intensity	⅜ × 9 in. "Orotip"	115	58–64	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	16.0	2.8
11mm × 20 in. High-Intensity	⅜ × 9 in. "Orotip"	120	59–68	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	20.5	2.9
13.6mm × 18 in. High-Intensity	7/16 × 9 in. "Orotip" Special	135–160	†	18 in. dia mirror	†	†
13.6mm × 20 in. High-Intensity	7/16 × 9 in. "Orotip"	125–135	†	18 in. dia mirror	†	†
13.6mm × 20 in. High-Intensity	½ × 9 in. "Orotip" or 7/16 × 9 in. "Orotip" Special	135–160	†	18 in. dia mirror	†	†
10mm × 20 in. "Hitex"	7/16 × . in. "Orotip"	125	60–64	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	19.5	2.4
10mm × 20 in. "Hitex"	7/16 × 9 in. "Orotip"	130	62–66	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	25	2.6
10mm × 20 in. "Hitex"	½ × 9 in. "Orotip"	135	66–70	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	32	1.7
10mm × 25 in. "Hitex"	7/16 × 12 in. H. I. Solid	138	76	21 in. dia mirror	†	†
10mm × 25 in. "Ultrex"	7/16 × 12 in. H. I. Solid	155	74	21 in. dia mirror	†	†
11mm × 22 in. "Ultrex"	8mm × 12 in. H. I. Solid	195	80		45	
Rotating, Condenser-Type Lamps						
13.6mm × 22 in. High-Intensity	7/16 ×9 in. "Orotip"	125	59	Condenser lenses at *f*/2.0	7.3	2.4
13.6mm × 22 in. High-Intensity	½ × 9 in. "Orotip"	150	65	Condenser lenses at *f*/2.0	14.0	1.9
13.6mm × 22 in. High-Intensity	½ × 9 in. "Orotip"	160	68	Condenser lenses at *f*/2.0	17.5	2.1
13.6mm × 22 in. "Hitex" Super	½ × 9 in. "Orotip" Heavy Duty	170	70	Condenser lenses at *f*/2.0	16.0	2.3
13.6mm × 22 in. "Hitex" Super	½ × 9 in. "Orotip" Heavy Duty	180	74	Condenser lenses at *f*/2.0	21.5	2.5
13.6mm × 22 in. "Ultrex"*	8mm × 12 in. H. I. Solid	265		Condenser lenses at *f*/2.0		
13.6mm × 22 in. "Ultrex"*	8mm × 12 in. H. I. Solid	290	80	Condenser lenses at *f*/2.0	45	

NOTE: *Not carried in stock. Made to order. Carbons burned with short protrusion in experimental water-cooled silver jaws.
†Data can be obtained from lamp manufacturer.

The terms "National", "Suprex", "Hitex", "Ultrex" and "Orotip" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY

Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N. Y.

Sales Offices: Birmingham, Chicago, Houston, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco
In Canada: National Carbon Company, Division of Union Carbide Canada, Toronto

NTS "SEVENTY"

(*Continued from page 50*)

Three large flywheel-controlled rollers provide constant film speed and consequently, undistorted sound response. Depending upon the sound track requirements of the film, provision is made to by-pass either the magnetic or the optical head, saving wear and tear on the film handling parts.

A sharper, steadier, brighter picture image is provided by employing a curved gate and trap unit. The film is gently curved as it passes through the aperture area. The stability of focus is greatly improved; there is better overall uniformity of focus; and center to side focus is improved. The possibilities of film buckling due to the intense heat from the light source are greatly reduced.

Steel Runners

Steel runners covered with Teflon hold the film in place against the curved section of the film gate. The tension of the runners is maintained automatically at the correct amount by means of a self-tensioning device. Re-adjusting the tension for films running at a higher speed can be carried out immediately by means of an adjusting screw.

Distortion or undesired stretching of the runners is entirely excluded. The fire-trap rollers and the guide and idler rollers on the mechanism and sound-heads are double-profiled and can therefore be employed for 70mm as well as 35mm film. Exchange of any of these rollers is hence unnecessary.

The film trap is mounted on two steel guide pins and held securely in place with two fastening screws. The film gate is also mounted on two steel guide pins but is not rigidly fastened in place. In the closed position, matching positioning pins guide the gate into precisely the correct location with the trap. Both components may be quickly removed and replaced for cleaning or for conversion to 70mm or 35mm operation.

Separate 70mm and 35mm sprockets are provided. Each sprocket is held in place by one fastening screw so that removal for any reason is practically instantaneous. Maintenance costs are held to a minimum through the use of separate sprockets for each film size. It is only necessary to replace the sprocket that receives the most use and consequently the most wear.

Spring Loaded Pad Rollers

Spring loaded pad rollers are used through out the National "Seventy" projector. They may be immediately converted to 70mm or 35mm width by a turn of the eccentric sleeve on which they are mounted.

An extremely rugged, exceptionally accurate lens mounting and focusing unit has been provided. Able to accommodate any focal length lens available for the presentation of 70mm or 35mm film, the lens mount provides for an immediate change of lenses and for pre-focusing during such changes. Adapters and fittings are available for all makes of lenses and all combinations of lenses and anamorphic attachments so that the proper lens system can be prepared in advance for wide screen . . . 70mm . . . CinemaScope . . . etc., and inserted, in focus in a matter of seconds.

Focusing is accomplished by means of an extremely fine micrometer adjustment. The focusing knob is conveniently located and the micrometer adjusting device is so smooth that a sharply focused picture is always assured.

Resilient Coupling

The drive motor is directly connected to the projector mechanism through a resilient coupling. Temperature variations, or line voltage fluctuations have no effect on the constant speed characteristics of this synchronous motor. A system of variable gearing enables the frame speed of the mechanism to be changed from 24 frames per second to 30 frames per second when necessary. The change is made by loosening two quick-lock levers and moving the motor toward or away from the mechanism.

An automatic circulatory lubrication system is employed in the National "Seventy" projector. A fine-mesh filter mounted in the oil circulation provides for continuous cleansing of the lubricant. With the exception of regular oil changes, no special attention to lubrication is required.

The National "Seventy" projector uses a cone type shutter to provide for the maximum amount of light to be transmitted to the screen. The shutter blade cuts the light beam directly in back of the aperture plate. At this point, the beam is at its smallest diameter; therefore, the cut off is accomplished most efficiently. A more economical use of the light source is thus assured.

Special Take-Up

The large reels used for 70mm film and also those used for handling more than 2000 feet of 35mm film are very heavy and require special take-up handling. The National "Seventy" projector utilizes a motor driven take-up incorporating a load-dependent friction unit to control the degree of take-up tension. A constant even pull of the film is assured because the amount of take-up coupling is determined by the weight of the reel itself. The initial inertia of the heavy reel is overcome by a unique feature of the take-up motor in combination with a film tension switch.

The pedestal is extremely rugged and completely enclosed. Provision is made for an upward tilt of 12 degrees for drive-in theatre use and a downward tilt of 20° for indoor theatre use. All electrical controls are pre-wired so that it is only necessary to bring in the normal number of A.C. line circuits. Leveling devices are incorporated to compensate for uneven floor surfaces.

The lamphouse table accommodates any make of reflector or condenser arc lamp. The lamp may be moved toward or away from the mechanism; each corner of the lamphouse base may be moved up or down and the entire lamphouse may be moved sideways, thereby providing for a very accurate alignment of the optical centers of the arc lamp and the projector mechanism and the proper working distance of the reflector or condenser used.

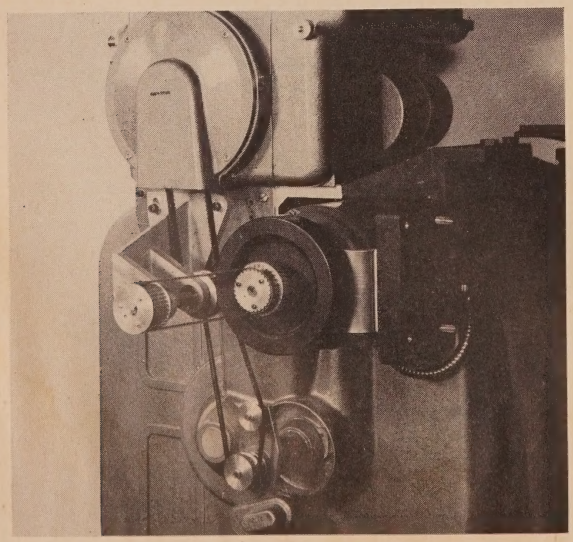
The projector motor switches are conveniently located on the side of the pedestal.

The lower film loop can be increased or decreased during operation on the projector so that film noise can be held to a minimum. Should framing be necessary due to an incorrectly made splice or to improper threading, the loop size can be conveniently altered.

A centrifugally controlled fire shutter is provided. This automatic dowser closes when the mechanism slows down to a pre-determined speed thus protecting the film from undesirable arc lamp exposure.

Projector cooling is assured by two separate means. A large ventilator fan on the drive shaft of the projector motor provides constant ventilation to the rear of the mechanism. In addition, a compressed air blower is furnished with each National "Seventy" projector to provide a stream of air on the film. This pressurized air is directed on both sides of the film through four jets located at the aperture. Excessive heating of the film or the film handling parts is thus prevented.

The complete National "Seventy" package, as distributed by National Theatre Supply Company throughout its coast to coast branches, includes: two National "Seventy," Bauer U-2 projectors, with optical and magnetic soundheads, optical preamplifier, 4-track and 6-track magnetic clusters drive motors and lens holders; two sets of upper and lower magazines with adapters for 70mm or 35mm reels; two fully enclosed pedestals; two sets complete conversions for 35mm operation; two compressors for jet film cooling; two accessory cabinets with accessories; one spare parts kit; one set tools; one pair 70mm hand rewinds; three 3-section 70mm film cabinets; one 70mm power rewind; one film table and 70mm film splicer; four 70mm reels, and two 70mm projection lenses.



National "Seventy" Projector with guards and covers removed showing belt driven model mounted on Simplex LL-1 heavy duty pedestal. Gilmer belts and pulleys provide for thirty frames per second or twenty-four frames per second.

SNAPLITE PROJECTION LENSES

SUPER SNAPLITE f/1.7

f/1.7 . . . in focal lengths from 2½" through 4".

6 ELEMENTS . . . high magnification, wire sharp projection, superb definition, high light uniformity.

COATED OPTICS . . . throughout. For high contrast and less light loss.

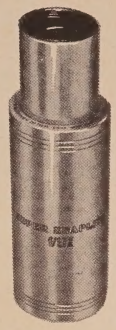
ONE-PIECE MOUNT . . . aluminum, sealed against dirt, dust, oil or moisture.

ANODIZED FINISH . . . a part of the aluminum barrel itself, never wears off. No rusting, chipping or peeling.

Catalog No. BX 290
2½" through 4" E. F.

SUPER SNAPLITE f/1.7X

An extended barrel lens for use on projectors where the lens mount interferes with the light path of standard short focal length lenses.



f/1.7X . . . in focal lengths from 2" through 3".

MULTIPLE ELEMENTS . . . high magnification, wire sharp projection, superb definition, high light uniformity.

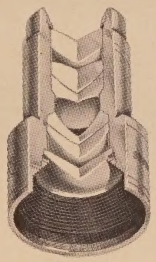
COATED OPTICS . . . throughout for high contrast and less light loss.

ONE-PIECE MOUNT . . . aluminum, sealed against dirt, dust, oil or moisture.

ANODIZED FINISH . . . a part of the aluminum barrel itself, never wears off. No rusting, chipping or peeling.

Catalog No. BX 294
2" through 3"

SUPER SNAPLITE f/1.9



ANASTIGMAT . . . six elements for wide-angle, high magnification, wire-sharp projection.

f/1.9 . . . magnificent screen brilliance.

COATED OPTICS . . . give greater light, sparkling contrast.

SEALED LENSES . . . keep out light-robbing dust and oil.

ANODIZED FINISH . . . cannot flake or peel off.

Catalog No. BX 241
2" through
4¾"—f/1.9
5"—f/2.0

4 INCH DIAMETER SUPER SNAPLITE f/1.9

f/1.9 . . . in focal lengths from five up to and including seven inches.

COATED OPTICS . . . for higher contrast and even brighter pictures.

SIX ELEMENTS . . . for the sharpest pictures ever projected with long focal length lenses.

ONE-PIECE MOUNT . . . no threaded joint to admit moisture, dust or oil.

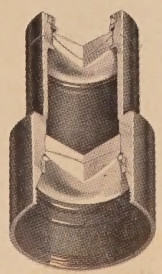
SEALED CONSTRUCTION . . . under normal use, does not need to be taken apart for cleaning.

ANODIZED FINISH . . . no flaking, chipping or peeling to impair performance.

Catalog No. BX 265
5" through 7"—f/1.9
over 7" slightly slower

NOTE: Four inch diameter Super Snaplite projection lenses are available on special order only. Make and model of projector MUST be specified on each order.

SNAPLITE SERIES II f/2.0



f/2.0 . . . BLACK ANODIZED FINISH
COATED OPTICS
SEALED CONSTRUCTION

Catalog No. BX 163
3½" through 5"—f/2.0
5¼" through 7"—
slightly slower
Above 7"—on special order.

K C ®

KOLLMORGEN *Optical* CORPORATION

Northampton, Massachusetts

Victoria-X Duplex Sound Projection Equipment

The Exclusive Solution To Exhibitors' 70mm Confusion

By George Hornstein

President

Cinematography International, Inc.

■ The understatement of the past five years is that the "So-So" picture will not get by at the box-office.

Producers are aware that today's picture must be of great dramatic impact and wide physical scope. T.V. has been making technical progress daily, and color sets will be soon available in large quantities at decreased costs. Stereo sound is entrenched in a steadily increasing number of homes on recordings and magnetic tape in addition to radio and T.V. Pay-TV may soon be another competitor.

We are all responsible for the lack of publicity given 35mm four track Stereophonic Sound Systems which have been installed in theatres for many years.

For the past few years we have had the means by which dynamic presentation of our entertainment medium has been available thru six channel High Fidelity Stereophonic Sound on 70mm film.

Isn't it time we exploded the current myth that "the public doesn't know the difference?"

This bald misstatement has been the primary excuse for outright neglect in the face of strong competition, not withstanding the fact that we have had available the means by which our industry could benefit from "healthy competition."

Above photo shows the Victoria-X sound-projection equipment installation at the Grand Theatre in Terre Haute, Indiana. 70mm projection equipment installations greatly increased during the latter months of 1959, and it is expected that the trend will continue through 1960.

Legitimate Competition

We of the Motion Picture Industry are in a business. We are engaged in selling a commodity, and we must accept the fact that true stimulus to business is legitimate competition. Our customers have been educated to the difference and recognize mediocrity in films, sound and techniques, and since we are all aware that fewer pictures are being produced, we must also be aware that only by presenting them in the finest technical manner will they be able to successfully combat competition.

To illustrate this point in dollars and cents, we cannot overlook the fact that in cities of the same approximate comparative drawing power and size as, for instance, San Francisco, "Around the World" in 70mm played for more than 63 weeks and grossed $1,461,000 during these first 63 weeks. The 35mm version lasted only 29 weeks in St. Louis and grossed only $253,000, whereas in the first 29 weeks in San Francisco "Around the World" grossed $705,000 in 70mm. In Hartford, Connecticut this picture played 15 weeks in 70mm grossing $158,000 the first eight weeks, while in Albany, NY the 35mm version lasted only eight weeks for a total gross of $53,000.

70mm is not merely "another gimmick," but rather an overwhelmingly superior technical advance which offers opportunities to improve and thereby increase the attraction to a deserving and discerning public.

It is interesting to note that to obtain a picture 52 feet wide, the 35mm frame is magnified some 290,000 times, whereas the magnification in 70mm is only 115,000 times. This tremendous magnification of the 35mm frame, particularly with high speed-short focal length lenses, and probably film buckling, aggravates a condition causing inferior quality performance.

High Quality Picture

Needless to say, 70mm by comparison produces a picture of extremely high quality and beauty by eliminating such defects.

It follows that the problems at the drive-in theatres are even greater with picture widths up to 140 feet. Distributors are compelled to furnish 35mm prints to drive-ins in "light prints" resulting in almost complete lack of definition.

Obviously, it is of extreme importance that 70mm prints be made available to drive-in theatres without delay.

With the increase of 70mm installations, print costs will gradually be reduced thereby stimulating even more 70mm productions. As of this writing there are 17 new 70mm pictures in production in addition to those being currently exhibited. It is also encouraging to note that the print life of 70mm film outlasts that of 35mm by more than two to one.

It is of significance that more and more enterprising exhibitors are installing 70mm

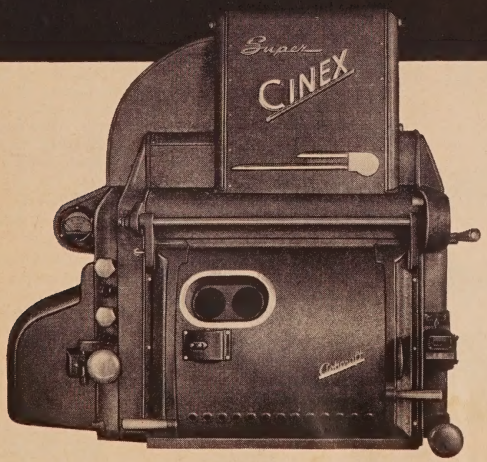
(*Continued on page 56*)

ONE LAMP

provides more light than any other...

ASHCRAFT
35/70 *Super CINEX®*

ask any projectionist



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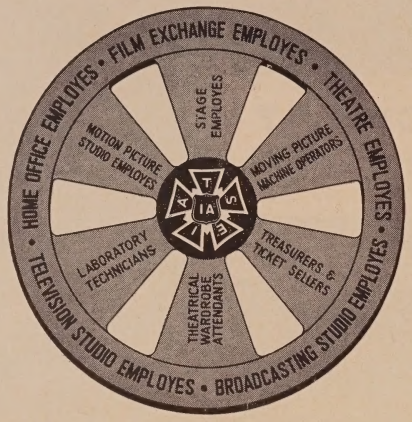

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VICTORIA-X

Continued from page 54

equipment daily. It is also understandable that some exhibitors, because of release policies up to now, are confused and therefore, although wishing to install 70mm equipment, are hesitant. This is further complicated by the fact that, as mentioned earlier in this article, the exhibitor is aware that since fewer pictures are being produced, only by presenting them in the finest technical manner will they be able to hold up for the extended runs necessary.

For those exhibitors who find themselves in this undetermined position but in need of immediate replacement of equipment, and for those contemplating new theatres, we are happy to announce the availability of an exclusive equipment which offers the perfect solution to the problem.

Package Equipment

Cinemeccanica, Inc., the manufacturers of our Victoria-X 70/35mm sound projection equipment which has been received with success internationally, offers a package equipment called the Victoria-X Duplex. This projection equipment was designed with the important aim of obtaining operation conditions suitable for 70mm film. It is ingeniously equipped for the immediate and flawless operation of 35mm films while offering the additional advantage of simple adaption to 70mm components at any time in the future.

The Victoria-X Duplex equipment has been operating for over three years in many theatres throughout the world in two models.

One model is available for operating with 35mm optical sound, and the other, three or four channel magnetic sound. If the optical model is purchased, three or four magnetic channel sound (as with American manufacturing principles) can be added at any time.

As has been proven with over one hundred installations of Victoria-X 70/35mm All Purpose equipment, the Victoria-X Duplex equipment offers the same high quality and simplicity of operation which projectionists have acclaimed.

The conversion of the Victoria-X Duplex to 70mm projection operation can be accomplished with ease by the average projectionist.

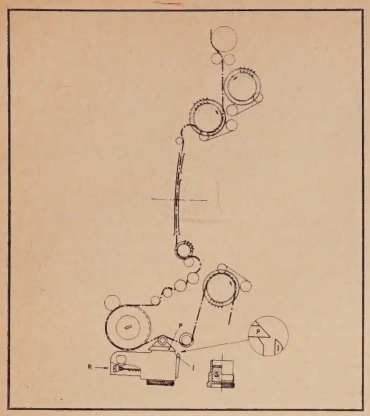
It is also important to know that, as with the Victoria-X 70/35mm equipment, the Duplex models are also completely compatible with American manufactured sound systems and projection lamphouses. The five inch lens mount assembly is designed to accommodate both 70mm and 35mm lenses of all makes.

Duplex Features

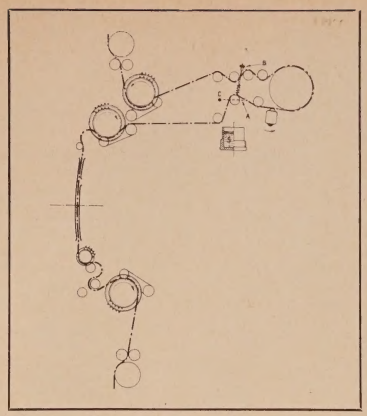
As incorporated in the Victoria-X 70/35mm All Purpose model, a few other outstanding features of the Duplex equipment are as follows:

Exceptionally large diameter sprockets, permitting them to be geared to a lower speed (RPM), reducing wear on sprockets, shafts and bearings. These large diameter sprockets also provide a large surface contact or wrap for the film, resulting in more constant sprocket tooth engagement with film, thus reducing sprocket hole wear by distributing the pull over a larger area when running.

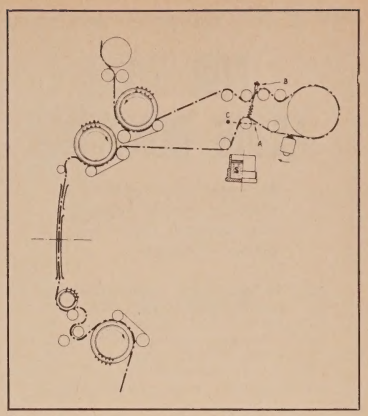
Aperture cooling of the curved gate is effectively maintained by a dual water and exceptionally quiet air cooling system. A textile air filter prevents any dust being



Film threading for optical 35mm operation of Victoria-X Equipment.



Film threading for 4 channel magnetic 35mm operation of Victoria-X Equipment.



Film threading for 6 channel magnetic 70mm operation of Victoria-X Equipment.

carried by the cooling air which keeps the film consistently cool at all times.

All the rotating parts of the mechanism have parallel axes and very smooth reliable and accurate operation is obtained through elliptoid cylindrical gearing and the elimination of belt drives.

Constant lubrication is effected by means of a geared pump with both magnetic and mechanical features which continuously distributes the lubricant through a tubular artery system to all bearings and gears.

The precision balance of the silent gear train of the total mechanism results in a minimum of strain on every moving part when in operation. This not only increases the life span and efficiency of all moving parts, but produces a very quiet operating projector.

As used in motion picture production and recording, all motors are the more efficient and dependable three phase type offering stability, coolness of operation and long life. As inertia effects and film speeds are both greater with 70mm film than with 35mm, a special heavy projector stand is used to scientifically position the projector, reducing to an insignificant figure any mechanical vibrations, which offers rock-steady projection. In fact, at a zero projection angle a test effectively proved this stability by placing a nickel on end on top of the round projection lens extension barrel. The projector was then threaded with film and set in operation. The nickel remained perfectly upright and stationary during the entire test.

To sum up, only the Victoria-X Duplex offers theatre owners the opportunity of immediately obtaining operating conditions suitable for future 70mm films while retaining the approximate original investment and general immediate operation of new 35mm equipment.

Therefore, the exhibitor requiring equipment now can, with intelligent foresight, prepare a program for his operation of 70mm films without immediate additional investment.

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Reflectivity is controlled by the seamless, wavy, contoured surface which has proved so successful on the High Intensity Screen and the Plastic Molded White Screen.

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Introduced in 1940, this screen represents the highest efficiency that can be built into a white screen. The low ratio of center-to-side reflectivity results in uniform picture brightness from any viewing angle.

Its surface is seamless and contoured to control diffusion of light and increase sharpness of definition.

*U.S. Patent 2,002,733

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REQUEST FOR TECHNICAL ASSISTANCE

TO: The Council
℅ Theatre Owners of America
1501 Broadway, New York 36, N. Y.

I would like technical advice, including on-the-spot inspection, by qualified technical experts, on the following, for my theatre:

(I understand that the inspection, completely or in part, places me under no financial commitment of any type to any individual or firm)

( ) PROJECTION	( ) AUDITORIUM REMODELING	( ) BOXOFFICE CONTROL SYSTEM
( ) POWER SUPPLY	( ) MARQUEE	( ) OTHERS (Please specify)
( ) SCREEN	( ) EXTERIOR REMODELING	_____
( ) SEATING	( ) DRIVE-IN SCREEN	_____
( ) CARPETING	( ) DRIVE-IN SPEAKERS	_____
( ) SOUND SYSTEM	( ) DRIVE-IN RAMPS	_____
( ) AUDITORIUM ACCOUSTICS	( ) DRIVE-IN HEATERS	_____

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I use _____ (name of firm if any) for sound service

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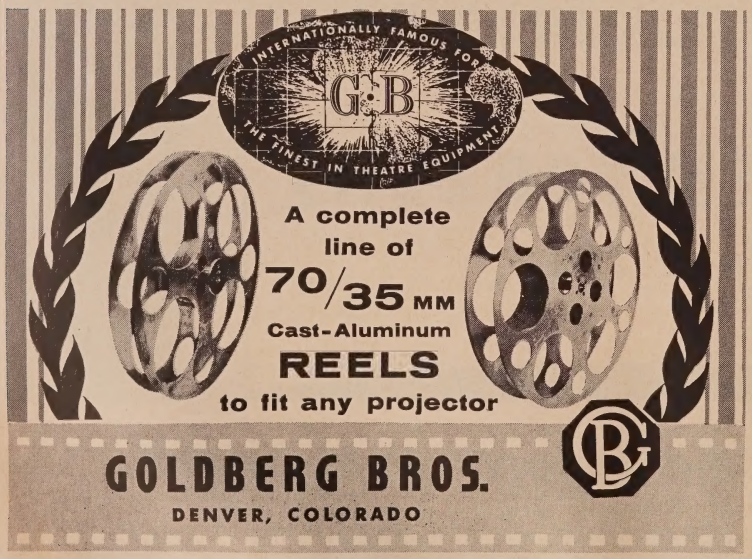
THIS REQUEST IS FROM _____ (Your name and position)

OF _____ (Your theatre or circuit)

LOCATED AT _____ (Your office address--street, city and town)

PHONE _____ (state hours) I can be contacted between the hours of _____ on _____ (days of the week preferred)

Date of This Request _____



TOA

(*Continued from page 28*)

screen systems if they utilize a flat screen instead of a curved screen, and suggested that 18 inches be the maximum curvature for best results.

The Council looks forward to the time when projection and sound will be unique in theatres, so that our customers will see screen entertainment in a manner available nowheres else. Theatre owners can take the first step in that direction by having a technical expert, under Council aegis, come to his theatre for a free inspection of his present equipment.

EDITOR'S NOTE

The staff of THEATRE CATALOG urges all TOA members to take advantage of the free service offered to you by your organization. The service is outstanding, and can save you much money and many unnecesary problems in the future. To benefit from the TOA program, simply cut and fill in the above form and mail to TOA headquarters.

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Free Carbon Chart

FIRE GUARD

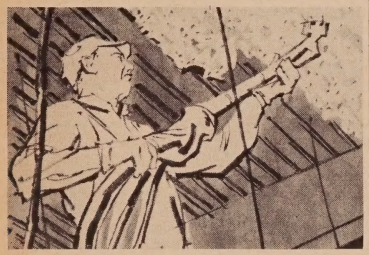
(*Continued from page 29*)

trical and plumbing service lines above the suspended ceiling.

Acoustical Fire Guard also makes it possible to specify, in some instances, lighter-weight floor-ceiling assemblies. This can result in a saving in multi-story buildings.

Lower Contents Rate

There are many instances when Acoustical Fire Guard ceilings will provide greater fire protection to a building than would be the case with alternative methods. In such cases, this additional protection will usually be recognized in the form of lower fire insurance



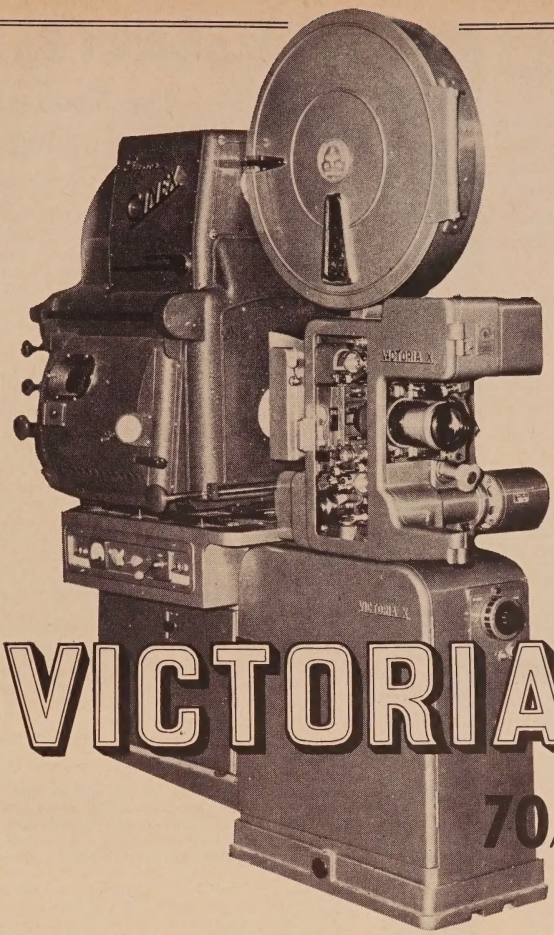
Save time by eliminating wet, messy operations such as spraying steel beams with foamed insulation and unnecessary operations such as suspending a lath and plaster ceiling to which acoustical tile will later be applied. Use the quick and easy method of installing Armstrong Acoustical Fire Guard.

rates on the building and its contents.

The plans for the American Turners Northwest Chicago Bowling Lanes called for a concrete floor on grade, solid masonry walls, and steel bar joists spanning from one wall to the other with a gypsum roof deck. Because one-hour ceiling construction was required, the architect, Frank L. Glick of Chicago, planned to use gypsum board with 5/8 or 3/4 of an inch mineral tile cemented to it.

Then, at the request of the architect, the plans for the building were taken to the Cook County Rating Bureau for a comparison of the fire insurance rates with the above ceiling and with Armstrong Acoustical Fire Guard. It was discovered that by substituting the two-hour Acoustical Fire Guard ceiling for the one-hour gypsum board and mineral tile ceiling, the rate per $100 evaluation of the building dropped to $0.1104 from $0.194. The rate on the contents showed a corresponding reduction.

The owners of the bowling alley will realize an annual saving of $485 on the premiums for the building and its contents. And they will have a safer building at lower initial ceiling cost—since the Armstrong Acoustical Fire Guard ceiling actually costs less than the one-hour ceiling of gypsum board and mineral tile.



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43 Years Of Service

The National Carbon Story Of Expanding Industry Service

■ THE INDUSTRY'S CONTINUING EFFORTS to improve the quality of motion picture projection have focused increasing attention on a free service that has been available to all exhibitors for more than 40 years. As many veteran projectionists will recall, technical assistance on screen lighting was available for the asking from National Carbon Company as far back as 1917.

In the early days of the movie industry, the complimentary field service was provided by just one National Carbon man who worked with theatres in the growing motion picture exhibition business. By 1925, two men were on the job, and the staff grew with the industry until today there are 12 National Carbon arc carbon sales engineers located there throughout the country. The cumulative total of service calls over the years is estimated to run into the hundreds of thousands.

Because providing their patrons with the highest quality picture available is of utmost importance to the nation's theatre owners and operators, we are firmly convinced that free technical assistance on screen lighting is one of our major responsibilities to the industry," J. W. Cosby, arc carbon sales manager, said. "We are delighted to be able to back up our arc carbon products with day-to-day practical assistance right in the projection booth to help exhibitors make sure they are getting the maximum screen light from their projection equipment. In most cases of requests from theatre owners, a National Carbon arc carbon sales engineer is in the projection booth in a matter of hours, working with projectionists and discussing with them the many variables involved in good screen lighting practice," Cosby continued.

In its most recent move to equip its arc carbon sales engineers with the finest, most modern tools of their trade, National Carbon invested several thousands of dollars in compact service kits now in use by its 12 field men.

"The use of this up-to-date equipment by carefully trained technical personnel not only gives the theatre operator a combination of skills not available to him in any other way, but it gives it to him free," Cosby said. "If such a service does nothing more than remind exhibitors of the importance of quality projection and the great improvements that are often possible, it will be more than worthwhile. The entire industry stands to reap substantial benefits through such self-help steps in providing America's theatre goers with the finest screen light available," Cosby concluded.

Service kit used by all 12 arc carbon sales engineers of National Carbon Co. consists of: brightness meter and foot-candle meter; clamp-on ammeter with auxiliary scale; combination voltmeter and ohmmeter; micrometer; pin-hole apertures and split aperture plates; stop watch; sliderule and ruler. Grouped at right are a dummy lens and set of alignment rods, together with accessory equipment for checking projector lamp alignment.

The 12 arc carbon sales engineers representing National Carbon Company throughout the country prepare to leave their annual meeting equipped with new service kits. From left to right: J. B. Hoynes, Kansas City; W. T. Brenner, Philadelphia; A. B. West, Boston; J. C. Naughton, Pittsburgh; S. Morley, Jr., San Francisco; G. H. Mayer, Atlanta; P. H. Freeman, New York City; C. W. Handley, Los Angeles; V. D. Johnson, New York City; W. T. Strother, Dallas; A. C. Halliday, Indianapolis, and C. E. Heppberger, Chicago.

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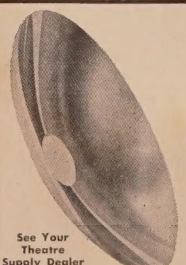

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Training Your Theatre Personnel

A Discussion Of The Important Factors Concerning Personnel And Their Duties

■ JOHN Q. PUBLIC attends a motion picture theatre for maximum entertainment. From the moment he buys his ticket, until the time he leaves the theatre, he is a GUEST, and should be treated as such by all employees. The following article lists many of the important rules which employees must follow in order to serve the theatre and its patron guests.

GENERAL CONDUCT

All employees should be trained in general conduct as well as in the specific details pertaining to the duties of cashier, doorman, and usher.

First, personnel should be impressed with the importance of punctuality in reporting for work and then with the importance of good grooming. Appearance, in addition to being cheerful, should be correct: face and hands properly cleaned; hair brushed; clothes neat, and shoes shined.

General rules of conduct by which the public judges the theatre should be carefully observed. Employees should not converse with each other while on or off duty, as long as they are within eye or ear-shot of the public. Chewing gum and eating or drinking of any kind are not to be tolerated. Polite address must be used at all times to patrons: The terms "Yes, Sir," "Thank you, Ma'am," etc., reflect good will.

All employees should be thoroughly familiar with the operating policy of the theatre: know when the boxoffice opens and closes; what admission prices are charged; feature time; coming attractions, and all other subjects likely to be queried. Mastery of emergency procedures is of paramount importance.

CASHIER

The cashier has one of the most important jobs in the theatre. Because she (or he) is the first person, generally, with whom the patron comes in contact, it is imperative that this employee create a good impression by being courteous and polite.

Each cashier should be furnished with her own working fund or "bank," and this should be counted before entering the boxoffice. Also, before entering boxoffice the cashier should make sure that sufficient tickets of all denominations are on hand; that the right opening numbers are recorded on the box office report; and that the correct admission price sign is displayed in the front of the boxoffice. The cashier is obliged, when an admission pass, seasonal or other, is presented to check it against the authorized list and to mark the number and name of bearer, together with the number of tickets called for, on the back of the daily boxoffice record.

The cashier must be diplomatic in refusing to sell admission to drunks, or other undesirable patrons, according to the policy of the house. When the cashier cannot handle a situation, management should be available for advice. Diplomacy is also essential in handling the sales of tickets for children under 12 when there is reasonable doubt about the age of the prospective patron. Again, management should be called upon to iron out any difficulties that arise.

This boxoffice ambassador, to be worthy of that name, should be thoroughly familiar with price policy and times of price changes. The benefit of the doubt should be given to the last minute customer before a price change.

Drive-ins, as well as conventionals are favorite targets for holdups. The cashier must be alert at all times, and must be on the lookout for suspicious characters in the boxoffice area. She must also be careful when making change that the proper amount of money is received for that given out. Money bills should not be put in the cash drawer until proper change has been counted out and the person on the other side of the window has counted it. By following this procedure, claims of insufficient change for a larger denomination bill can be eliminated.

When closing the boxoffice for the night, the cashier should put on display the price sign for the following day's admission, together with a sign announcing opening and feature times. All cash should be transferred to the manager's office and the daily boxoffice record completed.

DOORMAN

The duties of the doorman call for diplomacy equal to that of the cashier. He must insure that no one enters the theatre without admission tickets; that all children except infants-in-arms have tickets; that all children over 12 have full price admission tickets, unless the situation offers a student rate; that only employees or other persons authorized by management are admitted without admission tickets, and proper recording of such pass-ins; that drunks or other undesirables are not admitted; and that no old or improper tickets are used.

The doorman, as the cashier, is part of the theatre's welcoming committee, and must create good will. Each ticket he accepts should be taken with a sincere "Thank you," and a smile.

His initial duties are to see that just before the boxoffice opens, all necessary house lights are on; that all front doors are unlocked, and that the front of the theatre has been swept clean. He should place a paper bag with the correct date in the ticket chopper for the day's receipts. A time schedule should be close at hand if his memory is inaccurate. He must be careful not to lay a hand on any person—if it should become necessary to eject anyone, the management should be called. The doorman also must be alert to suspicious persons. During hold-outs in the lobby, he must be careful to admit people from waiting lines in the order in which they have arrived.

During breaks, when patrons are leaving the theatre, the doorman should not allow them to leave through the entrance and hamper the flow of incoming traffic. If it should be necessary to clear the theatre in an emergency, it is the doorman's responsibility to see that all obstructions are cleared from the front doors.

The doorman should never leave the ticket chopper unattended. At the close of the boxoffice, he should stay at his post until the cashier has left the boxoffice, and until he has been relieved by another employee assigned to see that no one enters the theatre.

USHERS

Ushers, once impressed with the rules of good conduct, should be thoroughly drilled with the specific duties of their jobs.

To insure tidy appearance, ushers should understand that they are expected to take good care of their uniforms: that uniforms should be hung on a hanger when not in use and pressed frequently. A minimum amount of extraneous objects should be carried in the pockets for trim appearance.

Responsible for the proper direction and seating of patrons, the usher assigned to a specific aisle should patrol it regularly to count empty seats and to see that all patrons are orderly. He must see that the aisle is free of debris — a major hazard in seating patrons in conditions of darkness. When going from one place to another, the usher should walk with a brisk, business-like manner to give the impression that he is alert to his responsibilities. When using his flashlight, he should be trained to hold it in such a way that the light does not affect patrons already seated. He must also learn to modulate his voice to suit conditions. When addressing patrons in the auditorium, he must not disturb those seated and enjoying the show. When patroling his aisle, he must not permit talking or loud whispering between seated patrons.

The usher is also responsible for reporting all complaints to his superior and for being alert for any defects in the screen presentation, which should also be reported at once.

EMERGENCY INSTRUCTIONS

Employees and management together are responsible for the absolute safety of patrons in the theatre. If a serious emergency results in the loss of life or limb due to people being burned, trampled, or otherwise injured, the theatre management can be criminally prosecuted if it can be proved that they did not take proper precautions to protect their patrons. One of these precautions is the drilling of all personnel. Every employee in the theatre should be thoroughly briefed in the procedure for handling several different kinds of contingencies.

Remember, in clearing a theatre because of an emergency, the greatest danger comes not so much from the emergency itself but from the panic it can create. All precautions should be taken to insure that patrons do not trample each other in frantic efforts to leave the theatre after being alarmed. A well-trained employee's cool head and manner can do much to eliminate the possibility of panic.

Candy Merchandising Methods

A Discussion Of The Necessary Factors Involved In The Sale Of Counter Candy

The merchandising of candy is not a simple task. Much thought and careful preparation are needed by the interested theatre men before his concession counter will show profits in candy sales.

Although there are certain well known "rules" about candy sales, there are also many fine points which may enhance profits if thoughtfully applied.

Probably the first and foremost thoughts should be given to the physical appearance of the candy display. It is imperative that all products—whether large or small items —be well stocked and attractively arranged.

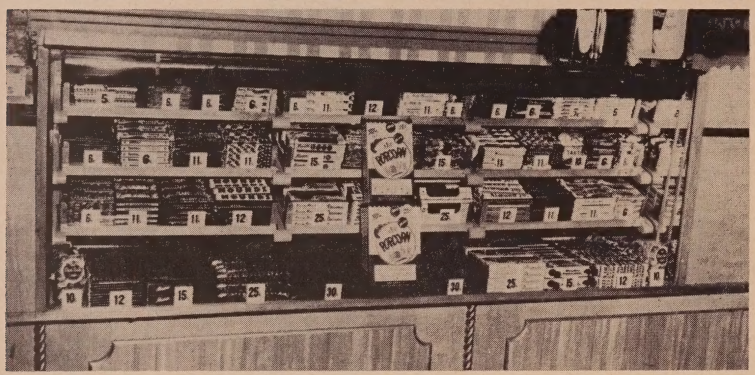

Photo shows well stacked concessions counter with candy displayed throughout. Notice that all wrappers are placed so that patrons may easily read labels. Candy looks inviting because it's plentiful. Large markers also aid patrons by giving prices at-a-glance. Another example of a well-planned Extra Profits attraction.

The patron who enters the theatre and sees the case half empty will not be interested in a purchase. He usually feels that the bars remaining in the showcase are not fresh. He will be much more tempted to buy if he sees well stocked "piles" of candy. A pile is always more inviting than a few scattered bars. The pyramid technique of stacking bars has proved to be very rewarding.

Arrangement of the bar's counter position is equally important. The wrappers should always be displayed in such a fashion that the customer will not have to stand on his head in order to read the bar's name. Many displayed candies are given national and/or regional advertising, and the names of familiar products often cause impulse buying.

Bright wrappers catch the eye, and it pays off if the brightest wrappers are chosen for the "first glance" spot. A customer approaching the counter will come closer if the wrappers look inviting.

It is under statement to suggest that the counter be clean, but unfortunately it is necessary to discuss this point. Counters and stands must be spotless. This means that both the inside and outside of the glass should be wiped at least once each day. Although the interior glass of most display cases is usually clean, it is often forgotten that patrons place their hands on the glass, leaving smudges.

Counter tops and glass may easily be kept clean by keeping a soft cloth behind the counter which the attendant may use whenever necessary. However, this cloth should always be clean itself, for the patron who sees a soiled cloth being used on a counter will lose his desire for sweets.

Just as the counter must be immaculately clean, so must be the attendant. A fresh uniform gives a most pleasing effect. It is also of the utmost importance for the attendant to have well-scrubbed hands. Dirty hands are never appealing, and will cause the loss of sales.

The attendant should also be well spoken and pleasant. She should be efficient and trained in her job. Not only should she know exactly where each and every piece of candy is located, but she should be extra careful about giving customers their correct change every time. A customer who is short-changed will not return a second time, and a girl who gives too much change is working against the house.

Helping the customer will definitely boost sales. If the customer is looking through the case and seems unable to make up his mind, it is best for the attendant to make a suggestion. However, this suggestion should be made in a pleasing manner, for an offensive phrase will lose a sale.

The counter, from a physical standpoint should be well planned. It should be centrally located, thereby being viewed by as much traffic as possible. If this is impractical because of previous construction, signs should be strategically placed with convenient directions as to where the counter is located.

The counter should not be too high for the customer. Low counters permit the smallest patron to see all the displays. It should also appear open: that is, the use of glass will create a greater dimension of space.

Stands should be constructed of materials that may easily be wiped clean. Soap leaves a film if not carefully rinsed with warm water, and it is important to do this after each washing.

Lighting should be steady and clear. A flickering bulb, unless used for effect, distorts the patrons view. Bulbs should be periodically inspected, and replaced if not giving a bright, clear light.

Back-of-counter displays are effective, and should always be placed in a position where they will not be obscured by the attendant. If they are placed in a corner, or above the attendant's head, a small spotlight will make them noticeable. Displays and posters are not effective when seen in a poor light.

Display posters should be made with durable material and designed with bright colors. If well treated, they may be used many times, each with equal success.

Slogans and "tricky" phrases usually please the candy-buyer. If well printed, they may be ideally placed in various parts of the theatre, constantly reminding the patron that its time to buy some delicious candy.

"Novelty" campaigns can boost candy sales, and are relatively easy to plan. Figurines, carvings, dolls, and other objects will attract customers to the candy counter if they are situated in a well lighted and attractive position on the counter.

If you spend a little extra time in improving your merchandising procedures, you will find that candy bars can give you many extra profits.

Well designed concessions counter, Community, Kingston, New York, is an example of careful planning. Traffic moving toward any section of the theatre passes this counter. Spotlights highlight back-bar display, and potted-plants offer attractive furnishings. Stocking is large, although spacious and well positioned.

put a salesman at every car...

FREE INTERMISSION TAPES

SELL YOUR REFRESHMENT SERVICE!

Sparkling musical tapes to help you take full advantage of the profit-laden pre-show and intermission periods! A full hour of hit tunes, punctuated with appetizing sell on all your food items, plus two 15-minute intermission segments. Pre-tested for two years and proved to pull customers! New tapes issued monthly! Get yours now!

See your representative for Coca-Cola. Or write: Mgr., Theatre and Concessions, Fountain Sales Dept., P.O. Drawer 1734, Atlanta 1, Ga.

ANOTHER EXAMPLE OF THE YEAR-ROUND MERCHANDISING SUPPORT YOU RECEIVE FROM THE COCA-COLA COMPANY.

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Central Popping Plant Operation

A Detailed Study of The Factors Involved In An Extra Profit Popcorn Operation

By H. E. Chrisman

Vice-President
Cretors & Company

■ "Central Popping" is the mass production of popped corn at one central point and is sometimes referred to as "prepopped operation".

One objective of a central popping plant is to produce the most uniform finished product possible at maximum efficiency with the lowest cost practical. Usually one of two methods is used—"wet popped" or "dry popped".

After the corn is popped, it is usually packed in waxlined Kraft bags ranging in size up to seven and a half pounds to preserve the flavor and protect the corn from moisture.

Corn popped the "dry" method requires two separate operations—one for popping, and the other for spraying the oil and salt on the popped corn, or a double investment in equipment.

Corn popped in oil, or the "wet" method is used in probably 95 per cent of all central popping plants. The reasons the majority prefer the "wet" process are generally as follows:

1. Corn popped in oil tastes better because of better popping oil distribution over the finished product.
2. Tests over the years have shown the "wet" process produces a greater volume per pound of raw corn or larger profits.
3. The "wet" process costs less per pound to produce.
4. The flavor lasts longer using the "wet" process as the distribution of oil is heavier. Using the "dry" method, oil and salt are sprayed lightly, the popped corn becomes bland very quickly and loses its flavor sooner—or a shorter shelf life as far as taste and flavor are concerned.
5. The mechanics of "wet" popping are much easier and simpler than the "dry" method.
6. The fire hazard is much greater using the "dry" method as fires are frequent.

The oil ratio in central popping is of major importance as each raw grain should be covered with oil to produce the maximum expansion and the best taste possible. The proper ratio is 33⅓ per cent oil—or one part oil to three parts corn. Using 32-ounce kettles, the proper amount of oil is 10⅔ ounces.

In the "dry" method, some have used less oil in an effort to economize, but it is the general opinion this is a fallacy because to properly spray the popped corn an amount equal to the "wet" process is necessary. This has been proven rather difficult as spraying does not give the coating required to produce a good finished product. In addition, adding salt to the dry popped corn produces a problem. So, no oil savings can be made using the "dry" method.

Most central popping plants are designed along the same plans—a number of popping units on a straight line, dumping the corn on a conveyor after it is popped and then carried on the conveyor through a sifter or screen to eliminate husks, broken or small broken kernels, or unpopped grains. From the sifter, the popped corn is carried by the conveyor or dumped into a stainless steel bin or bag-off machine. It is usually best that as much of the plant as possible be constructed from stainless steel.

45 lbs. Per Hour

The number of popping units on a line range from six to twenty-four, depending on the production required. In 99 per cent of the central plants, Cretors Giant Gas 32-ounce poppers are used. These units will pop 45 pounds of raw corn per hour each, or about 360 pounds per machine during an eight hour day. An operator can usually expect approximately 115 pounds of popped corn per hundred pounds of raw corn with the necessary popping oil and salt as there is about a 20 per cent loss through moisture and evaporation when popping corn. The amount of finished product will vary, depending largely on the quality of the raw corn.

Over the years, it has been the practice for one operator to look after six of the gas poppers as this is the average number for maximum efficiency. But to reach maximum efficiency from the popping plant, it is essential that each popper receive the proper BTU per hour by a constant gas pressure so as to maintain the 2½ minute popping cycle of the kettles. Tests have shown the best popping time is 2¼ to 2½ minutes, and all Cretors kettles are designed for this cycle. Popping time beyond 2½ minutes will usually reduce expansion, which immediately reduces profits.

It is of major importance to maintain a constant gas pressure so that each gas kettle receives 40,000 BTU per hour. This should be checked by the local gas company regularly, and in many instances it is necessary for the gas company to install a booster or regulator to keep the pressure constant.

Popping oil also plays another important part in the popping of corn as the heat from the oil actually pops the corn. With the high volume hybrid corn now being used, more oil is now required than in the past. Thus, the ratio already mentioned of 33⅓ per cent will provide enough oil for the last grains that pop to expand to their optimum size like the first grains. In central popping, this oil ratio should be followed closely because the finished product retains its flavor much longer which will be brought out by the warmers used to reheat the popped corn at a later time.

For central popping, it is essential to use coconut oil as this oil does not break down when reheated, nor is it subject to rancidity as other popping oils.

Rotary Turntable

Cretors has designed a new rotary turntable upon which ten Giant Gas poppers are mounted. This turntable can be operated by one attendant at a stationary position, as the turntable rotates one complete turn each 2.7 minutes. This enables each kettle to complete its popping cycle and plenty of time for the operator to dump the kettle and refill from a stationary position. This enables one operator to produce more popped corn per hour—or four more machines—reducing the cost per pound of popped corn and reduce fatigue. In fact, one operator on a turntable with ten Giant Gas machines can produce as much popped corn as two operators and twelve poppers on a straight line. The turntable largely controls the quality of the popped corn, reducing the human element, as the popping cycle remains constant and the finished product is always uniform and the best possible. This is the new type central popping plant recently installed by Cretors in the ABC Vending Corporation at its larger plant in Long Island, New York.

In a central popping plant that requires ten or more poppers for the production necessary, the rotary turntable is the most practical, efficient and labor saving method available today. It requires only ten feet of floor space, plus the sifter and bagging machine, and the investment is most reasonable.

If four to six poppers are necessary for the production required, a straight line conveyor system is adequate.

To summarize briefly, keep the popping plant cleaned and serviced properly, use 33⅓ per cent coconut oil ratio, buy the best raw corn possible, use waxlined heavy-duty bags for packaging of the corn to prevent moisture from getting to the popped corn (raw and popped corn absorb moisture like a sponge) and install a "wet" popping plant most practical for your needs.

The staff of Theatre Catalog wishes to congratulate Cretors & Company on the occasion of its 75th Anniversary. From 1885 to 1960, Cretors & Company has produced products of outstanding quality. The Industry recognizes the many contributions that Cretors has made toward better relations between theatermen and patrons.

Popcorn Institute Maps Biggest Year

Members of the Popcorn Institute, at a January meeting in Chicago, approved plans for the most concerted public relations and promotional program in the history of the popcorn industry.

Executive Director William E. Smith, stated that 1960 promotion on behalf of popcorn would eclipse even that which was accomplished in 1959, the industry's most active and fruitful year to date.

Smith said, "The popcorn industry is aware that, in the face of the huge merchandising and advertising budgets allocated to food products in today's competitive marketplace, popcorn will have to continue to be brought forcibly and consistently to the attention of the consumer."

"Along with stepped-up consumer articles in the nation's newspapers, magazines, radio and television stations, the 1960 Popcorn Institute program will see greatly increased emphasis on the merchandising of the product at the retail levels," Smith concluded.

from Royal Crown Cola's
exciting Program of Profit
comes the best news of all...

ROYAL CROWN COLA SYRUP IS NOW $1.39!

Royal Crown Cola syrup is now the lowest priced, nationally advertised syrup on the market. Pegged at $1.39 gal., this price is designed to help you exploit the tremendous consumer potential of the 60's.

It's all part of a *Program of Profit* that's as close to you as your local Royal Crown bottler. He can deliver to you a program that for convenience, service and profit, can't be touched by any other national brand in the industry.

Program of Profit —With the new price on syrup you also get a liberal allowance on jug returns. There are handsome concession and gate profits when you tie in your Kiddie Show with the RC bottler. Check with him.

Dealing with a single, local source (your Royal Crown bottler) gives you tremendous advantages. Dispensing equipment is available from him. With Royal Crown Cola and the complete line of Nehi flavors, you can sell any combination of beverages you choose.

It all adds up to less bookkeeping, no delivery delays, and instant service. It all adds up to a *Program of Profit*—profit for you.

Only depth of experience could make this program possible. Only a company which understands and concerns itself with every aspect of this tricky soft drink business could offer it. Only a company going up.

Going up...in depth

Royal Crown Cola Co.

COLUMBUS, GEORGIA

ROYAL CROWN COLA NEHI PAR-T-PAK UPPER 10

Promotion-Of-The-Month Contest

Resumes Of The Winning Entries From The New Exhibitor Contest For Concession Promotions

LLOYD TAYLOR
Capitol, Ontario

LLOYD TAYLOR, manager, Capitol Sarnia, Ontario, was the January winner of the MOTION PICTURE EXHIBITOR's Promotion-Of-The-Month Contest. He received a $25.00 award for his outstanding kiddie's show promotion and his awarding of practical merchandise prizes in his Popcorn Contest.

HEY KIDS!
WIN a PAIR of SKATES
COMPLETE WITH BOOTS
HERE'S HOW YOU DO IT!
EVERY SATURDAY WHEN YOU COME TO THE CAPITOL THEATRE YOU WILL RECEIVE A COUPON WITH A NUMBER ON IT . . . ALSO YOU RECEIVE A COUPON WITH EVERY 10c BOX OF POPCORN THAT YOU BUY . . . (3 COUPONS WITH EVERY 25c BOX).
SAVE THESE COUPONS . . . (YOU MAY BE LUCKY AND WIN A PAIR OF SKATES COMPLETE WITH BOOTS) ON OUR CANDY BAR YOU WILL SEE FIVE PAIRS OF SKATES COMPLETE . . . ALONG SIDE OF EACH PAIR IS A SEAL, UNDER WHICH IS A NUMBER . . . THE CONTEST STARTS SATURDAY, OCTOBER 29TH, AND ENDS SATURDAY, NOVEMBER 21ST . . .
AT THE END OF FIVE WEEKS (SATURDAY, NOVEMBER 21ST) WE WILL PULL THE SEALS OFF AND IF YOU HAVE A LUCKY NUMBER, YOU WIN A PAIR OF SKATES COMPLETE WITH BOOTS . . .
Skates and Boots Obtained From
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.
SKATES CAN BE EXCHANGED AT HUDSON'S BAY STORE FOR PROPER SIZE PROVIDING THEY ARE NOT DAMAGED IN ANY WAY. SKATES WILL ONLY BE EXCHANGED FOR ONES OF SAME SALE.

The newspaper ad above is an example of effective promotion. This ad was placed in an Ontario newspaper by the Hudson's Bay Store which supplied merchandise prizes for the Capitol Theatre's Popcorn Contest. Similar ads may be gotten from local stores connected with movie theatre contests. Note that the ad was placed free-of-charge for the theatre.

Taylor promoted Kresge's for decorations, the Hudson's Bay Store for five pairs of ice skates, and had a special newspaper ad from Hudson's Bay announcing his Popcorn Contest. A local policeman who is a camera fan, took Taylor's 8 x 10 display photographs without charge.

Taylor's promotion consisted of issuing numbered coupons with each purchase of a box of popcorn—three coupons for a large box. On the last contest day, which took place at a special kiddies' matinee, Taylor placed the lucky numbers under the theatre seats. The boys and girls who had coupon numbers matching the lucky numbers received a pair of ice skates, which could be exchanged at the Hudson's Bay store for their correct size.

This promotion shows what can be done with the cooperation of local merchants. Similar tie-ins can be made between all types of stores and theatres.

VAL DAGE
Granada, Nevada

VAL DAGE, manager, Granada, Reno, Nevada, was chosen winner of the EXHIBITOR Promotion-of-the-Month Contest for the month of February. Dage received the prize of $25.00 for his excellent concession promotion tie-in with The Big Circus.

During the showing of The Big Circus, Dage attractively decorated his concession counter with posters featuring the circus theme. He hung giant-size clown heads from the top of the stand, making the counter bright and cheery. Purchase of the clown heads was made from Southwestern Novelty Company.

FOOTBALL SEASON

Photo at left was also submitted by Val Dage. The promotion was continued through the football season. Back of counter display includes the names of all teams in the Reno area. "I find that by decorating the candy counter about every 30 to 45 days, my patrons notice it and look forward to seeing what the next decorations will be," Dage said. Similar promotions can be designed for other sports, whether year-round or seasonal in participation. Play-up the home team, local college, or local high school.

The above photo shows a display board which was placed in the Capitol to promote their Popcorn Contest. Prizes are attached to the board in order to give the contest more appeal. Instructions are clear and concise. The promotion is neat and appealing. Similar promotions can be made with little effort. Just follow these simple rules: Always make the promotion neat and attractive; use large printing with bright, eye-catching colors; make the rules and instructions simple, and the prizes "different" and interesting.

Extra-large signs, both attractive and easy-to-read, told customers of featured items. The signs, which were made especially for the promotion, boosted sales tremendously. Dage, in his explanation of the promotion, wrote, "We featured Cracker-Jack Peanuts, and sold more than 3,000 boxes of Cracker Jack."

Balloons also decorated the back-bar wall. The colored balloons read "The Big Circus—The Movie of 1001 Thrills!"

During the promotion, usherettes wore clown costumes, to the delight of patrons. The men on the staff wore tux both during the day and evening performances.

Similar promotions can be made by industrious theatremen. With a little foresight, an attractive concession counter can be arranged. Try, and see how it pays off, just as Val Dage did.

S. J. NEYLAND, JR.
Wallace, Inc., Texas

S. J. NEYLAND, JR., general manager, Wallace Theatres, Inc., Texas, was the winner of MOTION PICTURE EXHIBITOR's March Promotion-of-the-Month Contest for his outstanding tie-in promotion of candy and prizes for children. Neyland received the $25.00

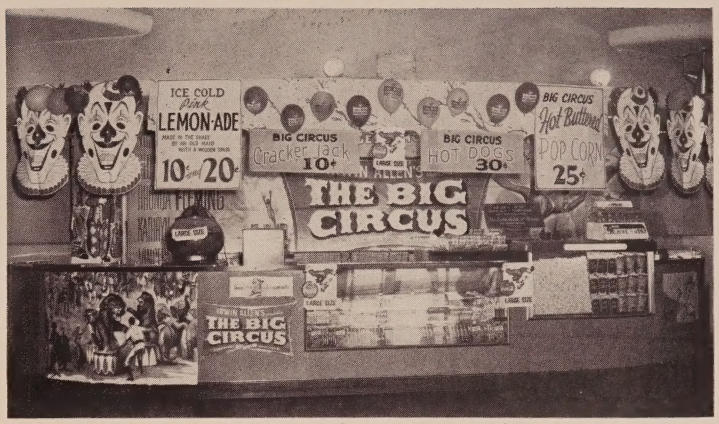
monthly prize for this outstanding promotion.

As Neyland said in his explanatory letter, "there are two periods in the year when the curve based on concession sales dips down into a valley of 'low-gross.' The periods of time following the Christmas and the Easter holidays." During both holiday periods, John Q. Public consumes more candies and other sweets than usual. Because of this, John Q. buys less candy at the theatre concession counter. "This year," Neyland stated, "we have been able to hold the curve up."

In September of 1959, Neyland's candy supplier, The Dixie Company, made arrangements with the Johnson Candy Manufacturing Company to give premiums to Johnson candy buyers. Johnson, in conjunction with the Dixie Company, offered a choice of two premiums for every 15 cases of candy purchased. Either a 25-inch Doll or a 14-piece Gun Belt Set was given with every 15 cases purchased.

Hey Kids Look-Free!
TO BE GIVEN AWAY-FREE!
AT YOUR THEATRE
FEB. 13, 1960 8 P.M.
FREE-FREE
BEAUTIFUL 14-PIECE GUN-BELT SET (THE REAL MC COY)
GET A FREE CHANCE FROM OUR CONCESSION EVERY TIME YOU MAKE A PURCHASE!
ROSE
ANDREWS, TEXAS

The candy did not, however, have to be purchased all at one time. It could be bought over a period of several months; between September 1 and December 15. Also, the purchase did not consist of only one kind of candy, but of several brands. It was not too difficult under these conditions, Neyland said, to push Johnson candy and be able to secure a premium for each of our theatres.


ICE COLD Pink LEMON-ADE
10¢ and 20¢
BIG CIRCUS Cracker Jack 10¢
BIG CIRCUS HOT DOGS 30¢
BIG CIRCUS Hot Buttered POP CORN 25¢
THE BIG CIRCUS
THE BIG CIRCUS

Prizewinning photo of promotion submitted by Val Dage, Granada, Reno, Nevada, shows excellent example of an attractive concession counter. Notice that the counter itself is well stocked in orderly fashion. The candy bars, etc., are positioned so that customers can easily read the wrappers. The signs promoting popcorn and lemon-ade are printed in large letters, so that patrons can read them from a distance. This bright, lively counter-promotion won Dage recognition, $25.00, and compliments from happy, purchasing patrons.

Originally, Dixie Candy thought that these premiums would make excellent giveaway items at the Christmas Kiddie Shows. However, Neyland began thinking of the "low gross" periods and made plans accordingly.

On January 10, Neyland established a program to issue to each of his concession stands free tickets to give to every customer who made a purchase. These tickets were to be signed and dropped in a box in the lobby. Printed heralds that described the giveaway items were also distributed.

The date of the drawing was set just before St. Valentine's day, Saturday, February 13. Each manager built his own disply for his particular premium. The promotions were conducted in seven towns and at 12 theatres. Good saturation for an excellent promotion!

Concluding his letter, Neyland said, "I have noticed that some of the Johnson Candy Bars are still being ordered by our managers, even though the premium contest is over. It has served to introduce to us products that we formerly overlooked."

Hey Kids Look-Free!
TO BE GIVEN AWAY-FREE!
AT YOUR THEATRE
FEB. 13, 1960 8 P.M.
BEAUTIFUL 25" DOLL
All dressed up for the BIG GIVEAWAY
GET A FREE CHANCE FROM OUR CONCESSION EVERY TIME YOU MAKE A PURCHASE!
CHIEFTAIN
CROSBYTON

Any theatreman with an interesting concession promotion can enter the Extra Profits contest. Just submit details of your promotion, with glossy black and white photographs, to: Promotion-Of-The-Month, Motion Picture Exhibitor, 246 N. Clarion St., Philadelphia 7, Pennsylvania. A winner, chosen each month, will receive $25 plus national recognition.

NEW! ILLU

"Socialight" fountain dispenser

"Socialight" Dispenser creates additional demand for Pepsi, the fastest growing fountain drink—up 336% in ten years.

1. "Socialight" stops traffic to create sales
2. "Socialight" insures a perfect post-mix drink
3. "Socialight" assures maximum yield per gallon
4. "Socialight" serves with speed, cleans with ease

MINATED!

for Pepsi lights up either end

Above all "Socialight" serves one of the highest fountain mark-ups—Pepsi-Cola.

Servicing, delivery and merchandising assistance are all available locally through your Pepsi-Cola Bottler who understands your fountain problems.

For more coins at your fountain,

Install a "Socialight"

For further information, call your local Pepsi Bottler or write to:
NATIONAL ACCOUNTS DEPT., PEPSI-COLA COMPANY, 500 PARK AVENUE, NEW YORK 19, N.Y.

Methods Of Popcorn Machine Maintenance

A Detailed Outline Of The Important Steps To Follow For Efficient Machine Operation

By Charles G. Manley
Vice President
Manley, Incorporated

■ The maintenance of a popcorn machine is a relatively simple task. You are in a food business and should therefore utilize every opportunity to make your popcorn machine sparkle. A shiny, clean popcorn machine attracts people. A dull, dingy one will drive them away. Cleanliness is a day to day proposition which will prolong the life of your machine. It is not a once-a-week job.

The agitator and blower motors should be oiled once a month. The filter should be washed in hot water daily. The discharge of your seasoning pump should be checked once a month. Adjust the set screw on the rack to deliver the desired flow of seasoning with one turn of the handle. If for any reason the amount dispensed is too inconsistent, the pump can easily be removed, washed in hot water, and a new leather washer installed.

Burned out light bulbs should be replaced immediately, so as to keep the maximum illumination on the product.

The corn bin should be emptied and cleaned once weekly. The plastic and doors and top should be wiped daily with a soft cloth. A small amount of wax may be applied both here and to the frame to restore lustre.

The lip of the kettle should be wiped as soon as it is cool. The kettle and bowl should be completely wiped each day before closing.

A simple time check will determine the electrical efficiency of your kettle. After the kettle is heated, corn should start popping in no less than 25 seconds, and no more than 50 seconds. If any less or any more time is required, consult an electrician.

If your machine has been out of service during the winter months, be sure that the machine is checked well in advance of opening. Sometimes damp storage over a long period of time will cause shorts to develop. Your kettle should be tested with new popcorn, not with popcorn carried over from last season. Compare the popping volume of the new corn with carry-over corn. If there is any noticeable difference, destroy the old popcorn. Do not mix bad corn with good corn. A 50-pound mix of each results in 100 pounds of bad popcorn.

1. Poor Expansion. Corn popping in round balls instead of flaking out, two possibilities:
   A. Corn is too moist. If centers are light in color and excessive steam is released, there is excessive moisture in the corn and it should be tested to determine its exact moisture content. Proper moisture will vary between 12½ per cent and 13½ per cent depending on the type hybrid used.
   B. Overheated kettle. If centers are dark, the kettle has overheated, which probably means the thermostat is out of adjustment, or the relay has given out. Use this time check to determine whether overheating is due to excessive voltage (265 volts or over) or keep built up, leaving the kettle in an "on" position for some time.
   Pop two batches of corn. On the second batch corn should start popping in 25 to 50 seconds after corn has been placed in the kettle. Less than 25 seconds, look for excessive voltage or a thermostat out of adjustment. Over 50 seconds, look for low voltage, too much of a drain on the line, thermostat out of adjustment.
2. Pump handle turns but no seasoning is dispensed.
   A. Remove pump and knob to see if kernel of corn is holding the butterfly valve open. Check the gasket to determine if it is still in good condition. Gaskets will probably have to be changed about every 18 months.
3. Pump handle will not turn, no seasoning is dispensed.
   A. Remove pump, check to determine if the screen around the butterfly valve is still in position. If it is not, there might be an obstruction in the line, (kernel of popcorn or something else).
   B. Hold momentary contact switch up for a few seconds to heat the seasoning line, melting any residual seasoning remaining in the line. The operator might have forgotten to lift the relief valve lever, draining the seasoning back into the line.
   C. If seasoning doesn't melt, check the heating element to see if it is warm.
4. Kettle bottom keeps actuating back and forth. Can be stopped only with "off" and "on" motor switch located in the top of the machine.
   A. Push button disconnected or burned out.
   B. Check to determine if spring-loaded connecting rod is making contact with microswitch located in the top of the machine.
   C. Disconnected or burned out microswitch.
5. Motor turns, kettle heats, but agitator won't turn.
   A. Loose or worn gears on agitator motor. Visual inspection will give you the answer.
6. Seasoning is splattering on the front or side glass, requiring that the machine be cleaned too often.
   A. Clean the lip of the kettle carefully, then make visual inspection to determine that kettle is fully closed.
   B. If kettle is not closing fully, remove the top, remove pin and linkage rod, turn rod with hand or with pliers until kettle closes fully, replace pin.
7. Kettle won't heat.
   A. Have electrician check kettle switch and thermostat. Either one might have failed.
   B. Check circuit breaker in the bottom of the machine.
8. Pan blower runs but no heat develops.
   A. Check thermostat.
   B. Check heating element.

The following information consists of excerpts taken from a speech titled "Popcorn Economics And Merchandising." The speech was delivered by Charles G. Manley at a recent Kansas City regional meeting held under the auspices of the National Association of Concessionaires.

Popcorn harvested in the fall of 1959 was 43 per cent below the 1958 harvest, 10 per cent under the 10-year average. There was not enough new crop to take care of the industry's needs for the year. However, a constant supply of good quality popcorn is assured by the large carry-over from 1958.

The majority of the 1958 popcorn is in strong hands, stored under sanitary conditions, and will produce equally as well—in fact, sometimes a little better—than the 1959 crop.

Popcorn contracting this year has started at the same level as last year. The weather is too uncertain for us to do any more than guess at farmers' acceptance of this price. Generally speaking, you can expect no change in popcorn prices until fall if the contracting figure holds. You can also expect continued good quality.

SEASONING: We very nearly had a runaway market last year. Two droughts heel and toe in Pacific Oceana greatly reduced the size of the copra crop, increased European buying from the Philippines, stretched the supply almost to the vanishing point. The threatened government release of 267 million pounds of cocoanut oil is the only thing that held the boat upright. New crop is now enroute to Europe for the first time in a year. Large amounts of this crop are unsold. Normally you might expect a softer market under such circumstances except for the effect of the Delaney Bill.

This bill is our new food additive law which prohibits the use of additives to foods which might cause cancer. Absolutely no tolerances are allowed by a Supreme Court interpretation of this bill. After this interpretation was handed down, FDA imposed a rigid ban on a great many additives, including the coal tar dyes used to color cocoanut oil. Your popcorn seasoning under normal circumstances is pure white. What gives you the butter color is an infinitesimal amount of one of these coal tar dyes. This ban has been extended to April 8 to allow the cosmetic people time to file for a hearing in the Federal Court.

An amendment to this law has been proposed in both the House and the Senate. The amendment has the approval of the Department of Health, Welfare and Education. Both the House and the Senate have been so advised. These bills are Senate No. 2197 and House of Representatives HR 7624. The committee report on the senate bill is now available. It is calendar No. 804, Report No. 795. Basically the amendment removes the rigid ban on these additives and allows the Pure Food and Drug Administration to impose tolerances when they know these additives are safe in certain amounts.

MERCHANDISING: No discussion of merchandising is complete without first looking at what's new in the business. First, automation. It's here. An automatic Vista-Pop is available for your inspection. It is a batch popper holding some 8 pounds of popcorn, which is all the cabinet will hold when it is fully popped. It operates on the principle that it knows more about the correct popping temperature than the girl does. It presents endless possibilities in allowing you to take full advantage of the sales appeal of the popping corn during a rush.

THEATRE CATALOG ISSUE

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51.	THEATRE SERVICE DIV., REVERSIBLE COLLAR CO. Lintex Collars and Fronts	27
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53.	UNION CARBIDE CORP. (NATIONAL CARBON CO. DIV.) "National" Projector Carbons	51
54.	WAGNER SIGN SERVICE, INC. Frames, Changeable Letters and Panels	17
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HOW TO GET ADDITIONAL INFORMATION

For information on Products Advertised in this issue, circle the proper code number on reply card and mail. No postage needed if mailed in the U.S.

BE SURE TO ADD YOUR NAME AND ADDRESS IN SPACE PROVIDED AT BOTTOM OF REPLY CARD.

T. C. issue of Apr. 6, 1960

PRODUCTS ADVERTISED:

Please send information relating to code numbers (advertised products, left) I have circled

1	11	21	31	41	51
2	12	22	32	42	52
3	13	23	33	43	53
4	14	24	34	44	54
5	15	25	35	45	55
6	16	26	36	46	56
7	17	27	37	47	
8	18	28	38	48	
9	19	29	39	49	
10	20	30	40	50	

Please send additional information on equipment or items written in below:

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Fill in and mail • No postage required if mailed in U. S.

NAME.....

THEATRE OR CIRCUIT.....

ADDRESS.....

STATE.....

No Postage Stamp Necessary If Mailed in the United States

Postage Will Be Paid by Addressee

BUSINESS REPLY CARD
FIRST CLASS PERMIT #888, PHILA., PA.

DEPT. T. C.
MOTION PICTURE EXHIBITOR
246-48 N. CLARION STREET
PHILADELPHIA, 7, PENNSYLVANIA

THEATRE CATALOG ISSUE

Information Service Department.

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
FIRST CLASS PERMIT #888, PHILA., PA.

DEPT. T. C.
MOTION PICTURE EXHIBITOR
246-48 N. CLARION STREET
PHILADELPHIA 7, PENNSYLVANIA

Postage Will Be Paid by Addressee

T. C. issue of Apr. 6, 1960

PRODUCTS ADVERTISED:

Please send information relating to code numbers (advertised products, back of page) I have circled.

1	11	21	31	41	51
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3	13	23	33	43	53
4	14	24	34	44	54
5	15	25	35	45	55
6	16	26	36	46	56
7	17	27	37	47	
8	18	28	38	48	
9	19	29	39	49	
10	20	30	40	50	

Please send additional information on equipment or items written in below:

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Fill in and mail. • No postage required if mailed in U.S.

NAME .....

THEATRE or CIRCUIT .....

ADDRESS .....

STATE .....

Want additional information on any of the following equipment, items or services?

Just write in the type of equipment on the attached reply card, fill in space provided for name and address, and mail. No postage required if mailed within the U.S.

ADVERTISING ACCESSORIES
- Attraction Boards
- Banners, Flags
- Display Cases, Easels
- Letters, Silhouette
- Marquees
- Marquee Letters
- Poster Frames
- Posters, Heralds
- Signs
- Trailers

AIR CONDITIONING
- Air Conditioning Systems
- Air Filters
- Blowers
- Diffusers
- Fans

CONCESSIONS
- Bags
- Beverages
- Beverage Dispenser, Fountain
- Boxes
- Bun Warmers
- Butter Dispenser
- Candy
- Coffee
- Coffeemaker
- Chocolate Drink
- Chocolate Drink Dispenser
- Concession Stand
- Concessionaire
- Canned, Prepared Foods
- Cups
- Cup Dispenser
- Food, Frozen
- Food Preparation Equipment
- Fountains
- Gum
- Hamburger Grills
- Hot Dog Machines
- Ice Cream
- Ice Cream Cabinets
- Ice Cream Dispensers
- Ice Machines
- Malt, Shake Machines
- Nuts
- Pizza Equipment & Supplies
- Popcorn
- Popcorn Seasoning
- Popcorn Warmers
- Popcorn Machines
- Refrigeration Units
- Soft Drinks
- Snow Cones

COIN VENDING MACHINES
- Candy Vender
- Cigarette Vender
- Coffee Vender
- Coin Changers
- Drink Vender, Cup
- Gum Vender
- Hot-Cold Cup Venders
- Ice Cream Vender
- Juice Vender
- Milk Vender
- Nut Vender
- Popcorn Vender
- Sandwich Vender

DECORATION FURNISHING
- Carpets
- Carpet Cushion
- Curtains, Stage
- Curtain Controls & Track
- Decorators, Designers
- Draperies
- Drink Fountain
- Fabrics, Wall
- Flooring
- Lounge Furniture
- Mats, Rubber
- Paint
- Sand Urns
- Stage Rigging
- Tile
- Traffic Control

HEATING
- Fans
- Furnaces
- Heat Pumps
- Humidifiers
- Insulation, Thermal, Acoustic

LIGHTING
- Aisle Light
- Batteries
- Color Wheels
- Dimmers, Controls
- Directional Signs
- Emergency Light
- Spot & Flood Lights
- Switchboards
- Transformers

MANAGEMENT
- Theatre Forms and Systems, Personnel Training
- Uniforms

PROJECTION
- Aperture Plates
- Blowers, Lamphouse, Portole
- Carbons
- Carbon Saver
- Changeover
- Dowsers
- Film Cabinets
- Film Cement
- Film Coolers
- Film Magazines
- Film Reels
- Film Rewinders
- Film Splicers
- Lenses
- Motor Generator
- Projectors
- Projection Arc Lamp
- Projector Parts
- Pedestals
- Rectifiers
- Reel End Signals
- Reflectors
- Rewinds
- Rheostats
- Screens
- Sound Equipment
- Sprockets
- Television, Theatre
- Transformers

SAFETY SUPPLIES
- Door Hardware
- Exit Devices
- Fire Alarms
- Fire Extinguisher
- Fire Hose
- Kick-Push Plates
- Ladders

SANITARY SUPPLIES
- Carpet Cleaners
- Deodorants-Disinfectants
- Floor Cleaners
- Hand Dryers
- Mops—Brushes
- Soap Dispenser
- Upholstery Cleaner
- Vacuum Cleaners

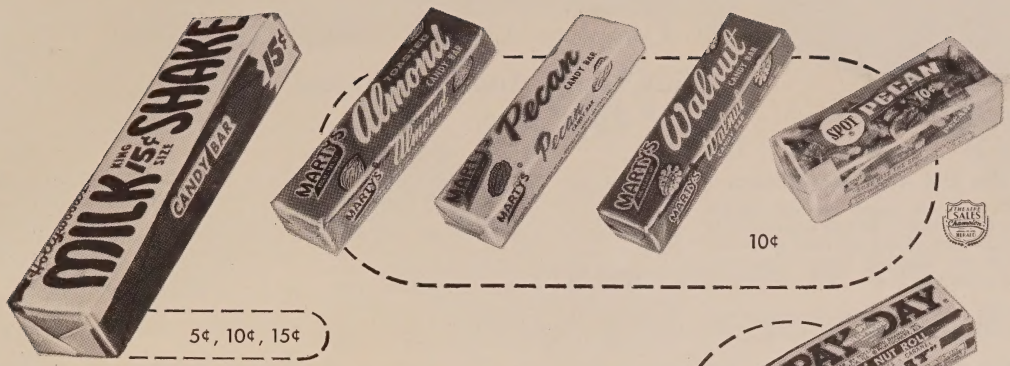
SEATING
- Auditorium Seats
- Drive-In Seating
- Seat Covers
- Seat Cushion
- Seat Reconditioning
- Upholstery Material

SOUND EQUIPMENT
- Amplifiers
- Inter-Coms
- Exciter Lamps
- Microphones
- Pre-Amplifier Cabinet
- Public Address System
- Sound Equipment, Theatre
- Sound Heads
- Sound Service Companies

TICKET OFFICE
- Admission Signs
- Boxoffices
- Cash Control Systems
- Change Making Machines
- Coin Sorters
- Tickets
- Ticket Boxes
- Ticket Machines
- Ticket Registers
- Turnstiles

DRIVE-INS
- Admission Control Systems
- Attraction Lights
- Benches
- Directional Lights
- Dust Control Systems
- Fences
- Fireworks
- Floodlights
- Insect Controls
- Flares, Light
- Heater, In-Car
- Miniature Trains
- Paint
- Picnic Table
- Playground Equipment, Rides
- Pools, Swimming
- Post Lights
- Quarter Midget Racers
- Ramp Lights
- Screen Facing
- Screen Paint
- Screen Towers
- Seats, Walk-In Patron
- Speakers, In-Car
- Speaker Cords
- Speaker Cover
- Speaker Posts
- Speaker Repair
- Sweepers
- Underground Cable

BE SURE TO ADD YOUR NAME AND ADDRESS IN SPACE PROVIDED ON THE ATTACHED REPLY CARD.



The BIGGEST-PROFIT candy bar line . . . offering extra sales for you!

Here's the great line of top-quality bars *by Hollywood*... in 5¢, 10¢, and 15¢ sizes... a balanced line, with a bar to satisfy every taste... a fast-selling line, priced to give you a bigger margin that assures top profits. Stock up now and boost your "take" with this big, balanced line!

PRE-SOLD COAST TO COAST

...via 248 stations of two great TV networks ("Captain Kangaroo" on 134 stations of the CBS-TV Network and Dick Clark's "American Bandstand" on 114 stations of the ABC-TV Network)... plus many spot markets. Also national advertising in all media, plus powerful merchandising with over 100 aggressive field men.

Including ***5¢ Top Star*** and the new ***10¢ All Star***... our candidates for the leading newcomers for 1960.

ONE OF THE **BIG 3** IN CANDY BAR SALES

Hollywood BRANDS, INC.

Makers of the nationally advertised *Balanced Line of Best Sellers*

CENTRALIA, ILLINOIS

Stunts For D-I Patron Participation

A Complete List Of Stunts With Tested Audience Appeal

Holiday and Anniversary Stunts

EASTER SUNDAY: Easter egg hunt for the kiddies. The kiddies should be separated into two groups—one to five and from five to 12. This way the little tots have a chance to find some eggs too.

MOTHERS DAY: Prize for the oldest and youngest Mothers present.

FATHERS DAY: Prize for the oldest and youngest Fathers present.

MEMORIAL DAY: Fireworks Display (Special license often required by law.)

FOURTH OF JULY: Fireworks Display

LABOR DAY: Fireworks Display

HALLOWEEN: Midnight show with favors for all of the kiddies.

THANKSGIVING: Turkey shoot — using stopper guns and shooting at target. High score wins.

CHRISTMAS: Christmas tree for the kiddies with Santa Claus giving each child a gift.

NEW YEARS EVE: Watch party with a giant fireworks display to bring in the New Year.

Audience Participation Stunts

DIAPER DERBY: Using 12 dolls as babies, pick 12 men out of the audience and give prizes for the one who can pin a diaper on the doll the quickest and the neatest job.

FOWL NIGHT: Tie up with some poultry house to furnish you at least 15 chickens for the advertising. These can be thrown off the snack bar or screen tower. Whoever catches them gets to take them home for a chicken dinner.

FOOTBALL NIGHT: Tie up with a sporting goods store to furnish you with at least 12 footballs for the advertising and get your local football star of your high school or college to kick them off the snack bar and whoever catches them gets to keep the footballs.

TREASURE HUNT: Using novelty items which the kiddies will enjoy, hide them on the playground or if you have a field large enough use it, then let the kiddies hunt for the prizes keeping what they find. You can also have a grand prize for the one who finds the item designated as the grand prize. The kiddies should be separated into two groups —two to five and five to 12. This gives the little kids who cannot run fast a chance to find something.

CAKE WALK: Tie up with your local bakery to furnish you at least 20 or 25 cakes for the advertising. Make a large circle and mark it off in squares numbering each square in numerical order, also have a box with cards or slips of paper containing the same numbers which are on the circle. Put a patron on each number in the circle and start playing some music over your p.a. system, patrons start walking around the circle when the music starts and when the music stops each one gets on a number. Have someone draw a slip of paper from the box and whoever is on the number drawn gets the cake.

DOG GIVEAWAY: Tie up with your local kennel to furnish two or three dogs for advertising, preferably small puppies. They can be given away by ticket stubs or tickets can be given with each adult admission. Winners should be limited to children under 12 years of age.

BALLOON SHOWER: Using from 500 to 1000 eight inch rubber balloons, inflated with air, these can be thrown off your screen tower or snack bar and whoever catches them gets to keep them. Before you inflate them with air, prizes can be put in the balloon which will not only get the kiddies to participate but also the adults. Just place a slip of paper calling for some item from your snack bar and some free passes inside the balloon before you inflate it. The more prizes the better.

KIDDIES FIELD DAY: This consists of sack races, tug-o-war, potato races, bean races. Prizes for the winners.

JALOPY GIVEAWAY: Tie up with a local car dealer to furnish you a jalopy for the advertising and run it over a two weeks period giving tickets for each adult admission. This can be as big as a new car giveaway if it is handled right and given the right publicity. The winner must be 16 or older.

FUR LINED BATHTUB: Using an old bath tub line it with some kind of fur and fill the tub with prizes promoted from local merchants for the advertising. Give tickets with each purchase at the snack bar or with each adult ticket at the boxoffice. This should be on display in your snack bar.

PONY GIVEAWAY: The pony can be purchased at the start of the season and be used for giving free pony rides to the kiddies and then given away the last week you are open. This can also be promoted from your local merchant.

SCREW BALL NIGHT: Have all your employees dressed up in some crazy uniform and do everything backward before the show starts. Some of the shorts could be started upside down. Free cigarette lighters to every person attending (one match) and any ideas you can add to make it a screwy show.

HOG CALLING CONTEST: This you should try to get as many women entries as possible and give three prizes for the best hog caller.

FIDDLING CONTEST: The manager should find out who some of the best fiddlers are in your surrounding towns and invite them to participate in the contest. Also get as many old fiddlers as possible and offer three prizes. This could be run for four weeks and let the winners of the first three weeks compete for the grand prize on the fourth week.

TERRAPIN RACE: Manager should secure enough terrapins for those who can't find them to have at least twenty in the race. Each terrapin has a number on his back and they are put in the middle of a large circle. The one who has the number of the terrapin that crosses the line first is the winner.

WATERMELON EATING CONTEST: This can be judged by weighing each entry before they start eating and then weigh them after they have finished. It can be done on a time basis with each contestant getting the same amount of melon and the one who finishes first wins.

CRACKER EATING CONTEST: The contestant who can eat a dozen crackers and whistle first wins.

GREASED PIG RACE: Using a small pig, clip his hair as close as possible and grease him with lard. Whoever catches him can have him.

COUNTRY STORE: Promote from your local grocery stores a large amount of canned goods for the advertising they will receive. Give these items away by car license number or by ticket stubs.

BUMPER STRIP NIGHT: Using bumper strips which advertise your theatre offer to any patron who will let you put one of the bumper strips on their car a free pass to the driver of the car every week on a designated night provided he keeps the bumper strip on. If he keeps it on all season, then the driver of the car is admitted free on the night you designate. (Preferably a slow night.)

LIVE BABY GIVEAWAY: The baby can be a pig, dog, cat or any animal but you should never tell your patrons any more than there is a be a "real live baby" to be given away on a certain date.

CAR TAG NIGHT: The driver of any car whose license number has 13 in it is admitted free.

(*Continued on page 76*)

The theatre stunts listed in this article were prepared by Jack D. Braunagel of the Jay D. Bee Amusement Company, North Little Rock, Arkansas, and The Theatre Owners of America. All of the suggested stunts have been given careful consideration in their preparation, so that maximum safety rules are followed for the protection of both the theatre and the patron.

WANT MORE CASH?

BERLO CAN GIVE IT TO YOU WITH NATIONAL KNOW-HOW *plus* LOCAL SERVICE

BECAUSE ABC IS THE LARGEST

operator of indoor and outdoor theatre refreshment services in the nation, you get all the big-organization advantages of

A • tried and tested merchandising techniques
B • trained and supervised sales help
C • established stock and cash controls

BECAUSE ABC HAS 31 BRANCH WAREHOUSES

. . . *your* dealings are strictly on a local level, with all the advantages of

A • fast, on-the-spot service
B • personal contact with a man who knows your market
C • efficient local organization

ABC DELIVERS THE HIGHEST PER CAPITA SALES IN THE ENTIRE ENTERTAINMENT FIELD—MAKE IT WORK FOR YOU!

Write or call collect, now . . .
PEnnypacker 5-5966

ABC

BERLO Vending Co.
DIV. OF A.B.C. VENDING CORP.
333 S. BROAD ST., PHILA. 7, PA.
Address inquiries to: 333 South Broad St., Phila., Pa.

Offices and warehouses in following cities:

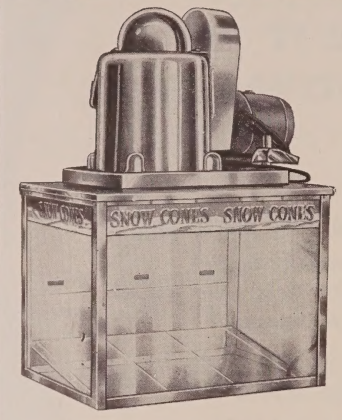
LOS ANGELES, CALIF.
CHICAGO, ILL.
DETROIT, MICH.
MILWAUKEE, WIS.
ST. LOUIS, MO.
ALBANY, N. Y.
ALLENTOWN, PA.
ALTOONA, PA.
ATLANTIC CITY, N. J.
BALTIMORE, MD.
CHARLESTON, S. C.
CHARLOTTE, N. C.
CHATTANOOGA, TENN.
CINCINNATI, OHIO
CLEVELAND, OHIO
COLUMBUS, OHIO
CUMBERLAND, MD.
DAYTON, OHIO
FAIRMONT, W. VA.
FT. WAYNE, IND.
HAGERSTOWN, MD.
HARRISBURG, PA.
LIMA, OHIO
MIAMI, FLA.
NEW ORLEANS, LA.
NORFOLK, VA.
PHILADELPHIA, PA.
PITTSBURGH, PA.
RICHMOND, VA.
ROANOKE, VA.
SCRANTON, PA.
TAMPA, FLA.
WASHINGTON, D. C.
YOUNGSTOWN, OHIO

STUNTS

(*Continued from page 74*)

FORD, CHEVROLET, ETC. NIGHT: Tie up with your Ford dealer to pay for all of the Fords coming to your drive-in on a certain night. Have each person admitted free to fill out a card with whatever information the dealer wants.

SNOW CONES



INCREASE THE PROFIT

percentage of your snack bar with SNOW CONES. Use this Echols Improved Snow Shaver with reserve capacity for "peak" periods.

Polished Aluminum ! !
Attractively lighted case ! !
As Shown $325.00

See your local dealer or write:

S. T. ECHOLS, Inc. **Box 1612**
BISMARCK, MISSOURI

New 1960 Heavy Duty
SODAMAKER

Fastest Mixed Drink Server of its Kind!

WITH 2 OR 3 FLAVORS

Complete Self-Contained Unit

Write for Complete Specifications and low cost

SUPERIOR REFRIGERATOR MFG. CO., INC.
907 N. Broadway St. Louis 2, Mo.

FRESHER COFFEE AT LOWER COST

You save on every cup the E-Z WAY! Yield's higher, costs lower. An E-Z WAY automatic coffeemaker speeds up your profits and service with soluble coffee. Write for facts—

STEEL PRODUCTS CO.
40 8th Ave., S.W.
Cedar Rapids, Iowa

FREE ICE CREAM: Tie up with your local ice cream company to give free ice cream to the first 100 kiddies at your boxoffice.

TELEPHONE QUIZ: Have your cashier call ten people each night and ask them what is playing at your theatre and if they can answer correctly they will receive a free pass. Questions should pertain to your program that night.

MOTEL PASSES: Tie up with your local motels and tourist courts with them letting you put a card in each cabin with advertising on it. The manager of the court will give the guest a pass which is good for the driver of the car.

FISH POND: Using a canvas enclose an area 8x8x6 so that the kiddies cannot see the items being put on their lines. Many novelty items can be secured from 5 & 10 cent stores for this. Using fishing poles with a line and on the end of the line a clothes pin for a hook, the kiddies can throw the line over in the pond and an attendant can clip the items with the clothes pin.

PIE THROWING CONTEST: Using a piece of cardboard about 4x4 with a hole in it large enough for someone to get their head through, dress one of your attendants up like a clown and have him stick his head through this hole. Pick out 12 women and 12 men to throw cream pies at his face and give prizes for those who hit him in the face.

FLYING SAUCER BALLOONS: These can be purchased from most any novelty company and when they are turned loose they make a noise like a jet taking off and go about 100 feet in the air. They are a prize for those who are lucky enough to catch them.

RABBIT RACE: Turn 25 or 30 rabbits loose and let the kiddies catch them and keep them.

BIRTHDAY PARTY FOR MONKEYS: Have a birthday cake with all the trimmings for your monkeys' birthday party and give each child a piece of it. Also give miniature monkeys as favors for the kiddies.

COW KID CONTEST: Tie up with a local photographer to take pictures of the kids on your pony for free and then display them in your snack bar and let your patrons vote for their favorite.

GIVEAWAY USING A JIG SAW PUZZLE: Have the item you are going to give away in a store window downtown with a jig saw puzzle by it with one piece missing. Each patron is given a small card with a piece of a jig saw puzzle attached on it and they have to go in the store to see if their piece will fit in the place where the one piece is missing from the puzzle in the store. There can be only one winner.

MYSTERY PRIZE NIGHT: Attach slips of paper under the speaker hook and announce at the break that if the patron will look under the speaker hook he will find their mystery prize.

CATCH A POKE: Using small paper bags, put prizes such as candy, gum, free passes, and etc. in them and tie the tops. These can be thrown off the snack bar or screen tower.

CATCH A PLANE: Using small wooden planes which you sail, write under the wing the prizes each plane calls for such as items from your snack bar and free passes. These can be sailed off the screen tower or snack bar.

MONEY SALE: $5, $2, and $1 bills to be sold for $.95. Use 100 ones, 4 two dollar bills, and 2 fives putting them in individual envelopes and the patron is sure of making a nickel. The cost to you if you sell them all is $17.50.

TOPSY TURVY NIGHT: Many items in the drive-in are changed from their normal position and the patrons are given prizes if they can identify them.

SQUARE DANCE CONTEST: Get sets from various communities to compete in this contest for prizes.

GOAT MILKING CONTEST: Get eight or ten goats and give a prize for the person who can get the most milk in a certain number of minutes. Each contestant has the same time.

BOY SCOUT NIGHT: Get several troops to set up booths displaying their handicraft and give prizes for the best display.

JINX NIGHT—FRIDAY THE 13TH: Free pass for every 13th car at the boxoffice. Prize for any patron whose birthday is on Friday 13th . . . any couple married 13 years . . . driver of the car if it is 13 years old . . . driver of car if license ends in 13 . . . if social security number ends in 13.

STRAW HAT DERBY: Using small miniature straw hats which you can buy from a novelty company in Kansas City, these can be thrown off the snack bar or screen tower and kiddies go crazy over them. We let our employees wear them a week in advance to build up the stunt.

ROPING CONTEST: Using lariat ropes let your patrons try to rope a stake from a certain distance and give prizes to those who can.

HORSESHOE PITCHING: Give free passes to your patrons for anyone who can throw a ringer out of five pitches.

CAR WITH MOST PEOPLE: This is good on your spring opening where you give a bushel of popcorn to the car with the most people.

"MAN BURIED ALIVE". This stunt is put on by Dr. Franklin, 239 West Euclid, Springfield, Ohio. The man is actually buried in a casket in a regular size grave and covered up for four days. There is a tube at the head of the grave where your patrons can look down and see that he is actually in the casket. The man is hypnotized before he is put in the casket in front of your patrons and he is awakened on a midnight show. Patrons can come out any time during the day and see him in the grave. This will really set your town to talking and you will have people at your drive-in who have never been there before.

GRAB BAG FOR THE KIDDIES: Using a large box and cutting a small hole in it just large enough for a kiddies hand, fill the box with paper sacks containing prizes and candy. Each child gets one grab.

(*Continued on page 77*)

KEEPING EMPLOYEES NEAT

Lintex Collar Advice

In this day of the ever more critical customer, it is important that the theatre operator improve and increase his service to patrons in every way possible. With the present keen competition for the public's entertainment dollar, the alert, progressive theatreman knows that what he might have once considered "unnecessary extras" or "unimportant details" have become big selling points for his theatre.

Outward appearance of the theatre and the film he is showing are of course the initial attractions to moviegoers. However, once inside, their desire to come back depends a great deal upon their impression of the representatives of the theatre who serve them, the staff.

And in this respect, Lintex collars and fronts can make a significant difference to your customers and consequently to you. Cleanliness has assumed great importance with the modern moviegoer as a result of present stress on hygiene and today's work-saving conveniences.

Made from specially processed paper with a smooth, cool linen finish, Lintex collars and fronts are crisp and white. They cannot yellow with age or go limp, because when they are no longer fresh and immaculate, you just throw them away.

An individual's appearance will affect the way he works and deals with others and the usher who looks neat and smart will serve well.

Lintex collars and fronts look like quality linen and suit every taste. Collars are made in wing or turn-down style and fronts are available in plain, P.K., full dress and demi-bosom. Comfort is important in performance, too. Your ushers will find Lintex collars and fronts easy to wear because they stay in place and feel cool. In addition, collars are made to really fit the neck.

All the comfort, good looks and convenience of Lintex collars and fronts by Reversible Collar Company can be yours much more economically than you might think. Inexpensive to buy to begin with, they save you money as you use them because they are disposable — no worries about laundry bills and no problems replacing worn out cloth collars and fronts.

STUNTS

(Continued from page 76)

NEEDLE IN A HAYSTACK: Obtain a large truckload of hay and place in area not near screen tower or other buildings due to fire hazard. Call attention to haystack a week or ten days in advance over P.A. and ask for contestants (women) to look for the needle in a haystack for major prizes. A ladies wardrobe from a local store or some other prize suitable for women. You must advise all contestants to wear slacks, sweaters, and something to protect their heads. Use a large mattress needle with bright colored ribbon threaded through it and a cork at each end so no one can get stuck with it. Bury it in the haystack and turn the women loose. Explain that there is a colored ribbon on the needle and also that there are several other colored ribbons hidden in the haystack besides the one threaded to the needle with each colored ribbon good for a small prize. This needle in a haystack gag should be a "once a year must" for all drive-ins.

Drive-In Theaters using Manley Serv-O-Ramic® equipment

Boost sales 5¢ per person! Cut overhead ⅓!

Proved in Operation

Drive-in theater concessions using Manley Serv-O-Ramic "cafeteria style" components have been able to serve larger crowds more items in less time with one third fewer attendants. Sales were increased 5c per person.

Specific facts and figures on individual drive-in performance are available on request.

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Manley will handle all details of planning, designing and supervision of installation. When the job is complete, you are "handed the key" to your new, proven profit making Serv-O-Ramic equipped concession.

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Kansas City 8, Mo.

MANLEY, INC.
Dept. MPE 460,
1920 Wyandotte,
Kansas City 8, Mo.

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☐ Please have a representative call.

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FIRM_____

STREET_____

CITY_____ ZONE____ STATE_____

Unique Planning For A Prosperous Future

Foresight Fosters D-I Shopping Center And Circular Cinerama Hard-Top In West

MOON GLO DRIVE-IN

Unique Expansion

■ AN ANNOUNCEMENT, marking the first time anywhere that land from an existing drive-in theatre will be utilized to build a shopping center, was made by Edwin F. Zabel, president, Electrovision Theatres. He revealed plans for a $1,000,000 shopping center on the Moon Glo Drive-In property in Fresno, California. In other section of the country, theatres have been built after shopping centers have been established.

Approval to rezone an excess portion of the drive-in property to build the shopping center has been granted the corporation by the Fresno Board of Supervisors.

The shopping center, to be known as Moon Glo Center, will be built on the southeast corner of the drive-in property and is the initial phase of Electrovision's program to use excess drive-in theatre land The corporation opehates drive-ins and theatres in California and Oregon with the Hollywood Paramount Theatre as the flagship of the circuit.

Automobile spaces for the drive-in have not been lessened appreciably, and space is available for approximately 800 cars. The drive-in theatre area can also be utilized for additional parking requirements for the shopping center.

Zabel said plans call for the one-million-dollar Moon Glo Center to begin building in early spring, with completion expected in the summer. The architecture will be modern in keeping with the motif of the locale.

Thought is given to easy flow of ingress and egress roads with service drives on the periphery, along with employee parking. The theatre box office entrance is to be diverted to give customers full advantage for both the theatre and the center area.

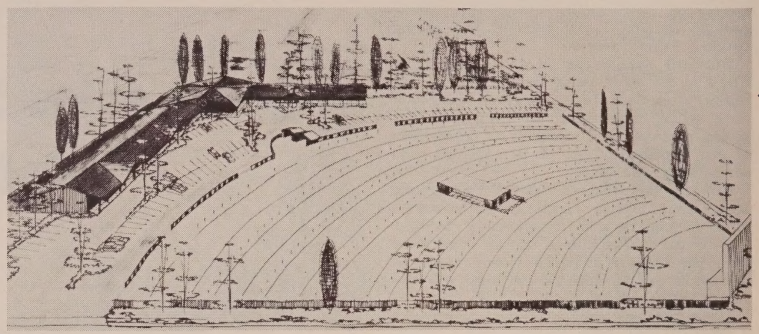


Photo shows architect's drawing of proposed million dollar Moon Glo Drive-In and Shopping Center to be erected in Fresno, California. Edwin F. Zabel, president, Electrovision Corporation, owner, predicted 1960 summer completion.

NEW CIRCULAR THEATRE

For Cinerama Only

■ THE FIRST THEATER in the United States designed exclusively for the showing of pictures in the Cinerama process will be built this year in Denver Colorado.

The new theater will be of circular design and will be the world's first such theater to be constructed specifically for the exhibition of Cinerama motion pictures.

Announcement of the project was made jointly by B. G. Kranze, vice-president of Cinerama, Inc., New York, and Kenneth Anderson, general manager of the Cooper Foundation and Cooper Foundation Theaters, headquartered in Lincoln, Nebraska. The theater will be built by the Cooper Foundation. a charitable and educational foundation which operates theaters throughout Colorado, Nebraska, and Oklahoma.

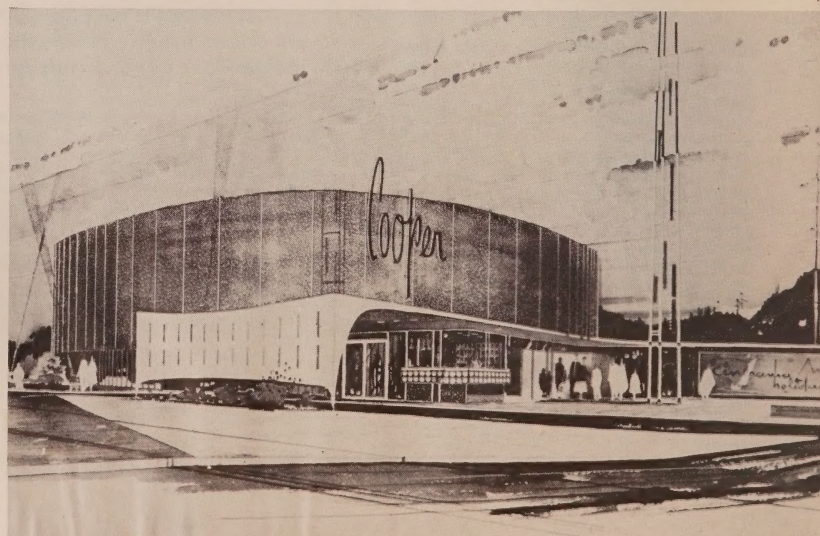
Total cost of the land and building of the Cinerama theater will be upwards of one million dollars. Located in Glendale, a suburb of Denver, the theater will contain approximately 900 seats, and over 350 parking spaces will be provided on the theater site.

Construction of the theater will begin in the Spring of 1960 and will be completed by early Fall. The theater will contain many unique features never before utilized in a motion picture theater, and the Foundation intends to provide a high-class restaurant adjacent to the theater building itself.

"We intend to exhibit the five existing Cinerama pictures, as well as future Cinerama features, on the giant 95-feet screen in this theater," Anderson said. "We fully expect that the unique character of this theater, coupled with the tremendous experience which our patrons will have in seeing these pictures, will attract people from all over the world to Denver and the theatre."

Cinerama announced the signing of a co-production agreement with Metro-Goldwyn-Mayer for the making of several spectacular-type pictures in the Cinerama process. In addition, Cinerama also acquired all assets of the Cinemiracle company, including the film, "Windjammer," which can be compatibly shown in the Cinerama process.

Bernard G. Kranze, vice-president in charge of Worldwide Sales for Cinerama, noted that the Cooper Foundation theater may be the first of many such theaters to be undertaken in the near future.



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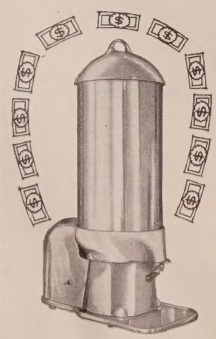

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Your Stake in Water Conditioning

A Comprehensive Report Concerning The Necessity of Water Conditioning

By Keville
Development Manager, Coil Department
And
Scicchitano
Water Conditioning Service Engineer
Carrier Corporation

■ Every dollar spent on water conditioning can mean savings of many times that amount in equipment losses, operating efficiency, and customer satisfaction. That's why every refrigeration and air-conditioning contractor has a big stake in the field of water conditioning.

Water is a universal solvent that will dissolve hundreds of thousands of substances. When obtained from the ground, well, river or sea, it contains some 10 to 20 of these substances in proportions large enough to influence its character substantially. It dissolves these materials while flowing over and through the ground.

Even before it comes in contact with the earth, rain water dissolves gases and picks up impurities from the air. A typical analysis of relatively pure rain water has shown 41 ppm (parts per million) of dissolved solids and 16 ppm of insoluble matter. This actually totals 12.9 pounds of solids per acre inch of rain water.

Natural waters contain solids and gases in amounts varying from relatively few parts per million to compositions exceeding that of sea water, which contains 36,000 ppm or 3.6 percent dissolved material.

Dissolved material in water can be responsible for serious corrosion, eventually destroying any domestic, commercial or industrial equipment with which it comes in contact. It also can be responsible for depositing harmful coatings in such equipment as pipe lines, condensers, boilers, and other forms of heat exchangers.

All of these dissolved materials have solubility limits. At a given temperature only a certain quantity of a given substance will dissolve in water.

Solubility of most substances increases with a rise in temperature, but one salt in particular—calcium carbonate—has an inverse solubility relationship. It becomes less soluble as the temperature increases. This compound is the most common scale forming substance.

Since water is in short supply in many areas and the cost of it is increasing, most of the larger air-conditioning or refrigeration systems are using water saving devices such as cooling towers or evaporative condensers to remove the heat from the refrigeration cycle. This is done by evaporating pure water into the air from open circulating water systems. Net result of this action is that the concentration of solids in the circulating water increases. The solubility limit of calcium carbonate may be approached. Then scale results, particularly in the heat exchanger where the water is warmed. Other substances such as calcium sulfate may precipitate similarly.

Dissolved substances such as chlorides, sulfates, carbon dioxide, and oxygen are responsible for corrosion of metal surfaces in contact with water. Both open and closed recirculating systems must be protected from excessive corrosion.

Although closed recirculating heating and cooling water systems are not usually susceptible to serious scaling problems, corrosion can destroy expensive piping systems. Resulting corrosion products, such as rust, can obstruct valves, strainers, gauges, and pumps.

According to a United Nations report on Conservation of Materials, the total cost of corrosion in the United States in one year is computed to be $5½ billion. One of the reasons why this figure was not many, many times higher is that an estimated $66 million per year (about one per cent) is spent for water conditioning. In other words, cost of corrosion prevention is only a small fraction of the loss which occurs without proper control.

In addition, losses in process efficiency decreases in equipment capacity, and resultant cuts in net earnings, which occur as a result of scale deposition in water systems, run into millions of dollars annually.

Methods have been developed by chemists and engineers for handling and treating water on a basis economically attractive to the water user. Water conditioning, today, is a science. Its application is technically well understood. Its use, as forcefully illustrated by the figures just cited, is an economic necessity.

HOTEL CASE HISTORY

Consider the case history of one hotel owner, for example. As a result of not spending a few dollars on water conditioning, he completely lost the use of his air-conditioning system. Because of this, the hotel missed out on $30,000 worth of convention business while the equipment was being repaired.

There are a number of ways in which corrosion and scale may be kept under control. The method most commonly used in refrigeration and air-conditioning systems is the addition of chemicals to inhibit corrosion and scaling tendencies.

For example, the use of certain polyphosphates maintained in concentrations of only about three ppm will substantially increase the apparent solubility of calcium carbonate. The effect of this treatment, plus the intentional wastage or bleed-off of a small amount of water to control the concentration of dissolved solids, will reduce the danger of scaling.

Corrosion inhibitors such as chromate and nitrite salts used in concentrations between 200 and 500 ppm effectively reduce the attack on metal surfaces.

Destruction of wooden cooling towers is prevented through proper pH control.

BACTERIAL DEPOSITS

The growth of algae and bacterial deposits, which cause unsanitary conditions and interfere with fluid flow and heat transfer, is also prevented through the proper use of chemical additives.

As previously pointed out, corrosion and scaling cause loss of capacity in refrigeration and air-conditioning systems, destruction of equipment, and lost business or reduced comfort on the part of the customer. Unfortunately, many customers don't understand this, so all such problems are likely to reflect unfavorably not only on the manufacturer of the equipment but also on the contractor who sold and installed it.

Recognizing this fact, and wanting to increase customer satisfaction while reducing service costs, Carrier Corporation has for several years been conducting an intensive educational program on water conditioning. This program is headed by a specialist with training in chemical engineering as well as refrigeration.

Aim of the program is to make the basic technology of water treatment understandable to the man in the field, and to impress on him the fact that no "cure-all" gadget yet developed has proved to be a satisfactory substitute for a sound and scientific program of water conditioning.

EXPENSES INVOLVED

In many cases it is far less costly to prevent equipment corrosion by proper water conditioning than by using more corrosion-resistant (and more expensive) materials in construction of the equipment. This makes it practical for manufacturers to produce, and for contractors and engineers to apply, more economical equipment than would otherwise be possible. So the entire industry, as well as the user, stands to profit by a thorough understanding of the techniques involved in water conditioning and the savings that can result.

Carrier's program is a step in this direction. It is in no way intended as a substitute for the services offered by established water conditioning companies. Advice and consultation given is of a general nature, centering around the company's own problems and relating to its own equipment. In every instance, inquirers are urged to contact a reputable water conditioning firm for more specific information.

To help sales engineers, contractors, distributors, dealers, architects, consulting engineers and equipment owners know what constitutes an adequate water conditioning program, and to assist them in evaluating any proposals made by companies specializing in this work, Carrier has published a "Specification Guide for Water Conditioning." Text of this guide is presented here.

GENERAL CONDITIONS

An adequate water conditioning program to control corrosion, scale, algae, slime, and sludge shall be provided for a period of—— years for open and closed water and brine systems, commencing with the start-up of the refrigeration and/or air-conditioning equipment. Recirculated water in wooden cooling towers shall be so conditioned as to prevent delignification of wood.

(*Continued on page 85*)

Importance of Hot-Water Temperature Control

How Temperature Control Can Affect Effective Operation of Equipment

By W. J. Ryan
Technical Manager
Water Service Laboratories, Inc.

■ One of the "headaches" that afflict owners and managers of buildings in cities where the water is corrosive, is replacing pipes because of damage done by action of the water. This damage especially affects the hot-water distribution systems, if the water is overheated.

The more corrosive waters are usually the soft waters (those with a low content of mineral salts), such as the supplies of New York and the majority of cities along the Atlantic seaboard. However, certain hard waters may also be corrosive if the mineral salts are largely calcium and magnesium sulphates. The Schuylkill River water in Philadelphia offers an example.

Heating the hot-water supply above 140 Fahrenheit is unnecessary and is destructive to the pipes. It speeds up the clogging process that renders iron pipe useless and it speeds up the dezincification process that weakens the structure of yellow-brass pipe. Since a temperature of about 120 Fahrenheit is as high as the human hand can endure, a temperature of 140 Fahrenheit should suffice for most purposes.

Overheating Effects

Although suitable anticorrosion treatment applied to water will minimize corrosion of the piping under normal conditions, its effectiveness will be diminished if the water is greatly overheated.

To obtain a general picture of the hot-water situation in New York, temperature-recording devices were recently installed in a group of typical buildings. Two of the temperature-record charts are shown (Figures 1 and 2).

The record is made as follows: The circular chart is set on a machine that has a revolving disk mechanism—like a phonograph turntable—which causes the chart to revolve very slowly, making a complete revolution in one week. The days and hours are shown on the rim of the chart. During the week, a pen, controlled by a thermometer device on the hot-water supply main, traces a line that continually registers the temperature of the water. The temperatures are indicated on the lines that radiate from the center of the chart.

The record obtained in a building where there is good temperature control is shown (Figure 1). Examination of the chart will show that, except for occasional dips, the temperature of the water supplied to the tenants remained near 140 Fahrenheit practically the entire time. Even during the dips, the temperature did not go below 120 Fahrenheit. This building is assured of a supply of hot water at the right temperature at all times.

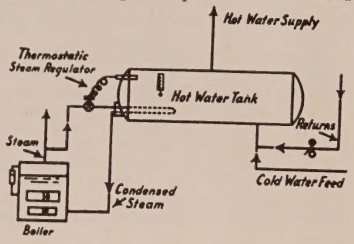


Figure 3

Temperature Variance

Observe what was going on in the building represented by the other chart (Figure 2). The temperature varied continually over a wide range, from 150 Fahrenheit to over 200 Fahrenheit. In fact, at many times the temperature was in excess of 200 Fahrenheit—the highest reading the chart will show. At a temperature above 212 Fahrenheit some of the water will instantaneously flash into steam when a hot-water faucet is opened. The person who turned on the water could easily be scalded. In addition to increasing the corrosiveness of the water, overheating and wide fluctuations of temperature cause excessive expansion and contraction strains that help initiate leaks at screwed joints. If the building has iron pipe or iron hot-water tanks, corrosion may give the water a rusty color. The users will then waste large volumes of water hoping for clean water to appear. This wastes heated water and overloads the hot-water generator — aggravating an already bad state of affairs.

Conditions such as those shown (Figure 2) were found to exist in many buildings and are doing enormous damage to the piping—damage which the owner may be unaware of until he is faced with an extensive and expensive repiping job.

Controlling the hot-water temperature is not difficult and usually requires very little, if any, expense for equipment. The first requirement is to see that a thermometer is installed on the hot-water supply main at some convenient point where the engineer or superintendent can read it. If the temperature is too high at any time, the operation of the controls should be investigated.

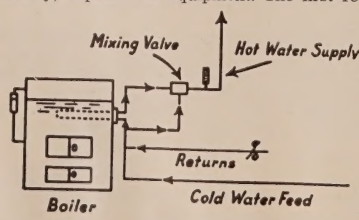


Figure 4

Thermostatic Regulators

If hot water is supplied from tanks heated by steam coils, it is the usual practice to install thermostatic regulators on the lines that admit steam to the coils. Essentially, this regulator consists of some type of diaphragm valve controlled by an expansion element immersed in the tank water. It is well to have a thermometer on each tank (Figure 3).

If the water is heated by an instantaneous heater, a thermostatic mixing valve should be installed on the hot-water supply line from the heater and care should be taken to keep the valve adjusted to control the temperature (Figure 4). Incidentally, the hot-water supply piping between the boiler and the mixing valve should be red brass, regardless of what kind of pipe is used in the remainder of the system. Red-brass pipe is required because the water in that particular part of the system is at a very high temperature. Irrespective of what means are used to heat water, it is not difficult to keep the temperature under control, if the importance of doing so is understood.

Some people have the misconception that the hot-water supply should purposely be overheated in order to provide hot enough water at distant outlets. This should not be done. The proper way to secure hot water throughout the building is to see that circulation is maintained by means of a thermostatically controlled circulation pump on the main return. Such a pump should be installed wherever the circulation is sluggish because of pipes being partly clogged with rust or because of long horizontal lines of piping.

Whenever occasion affords, it would be well for architects and engineers to emphasize the need for hot-water temperature control, not only to protect their clients' investments in buildings but also to protect themselves against possible unjust criticism arising from too rapid failure of the pipes in the buildings they design.

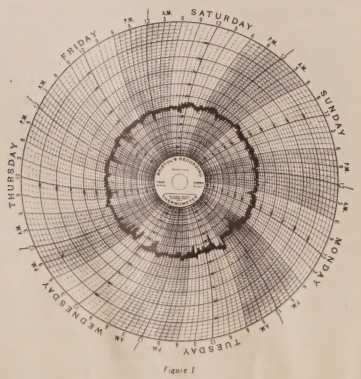


Figure 1

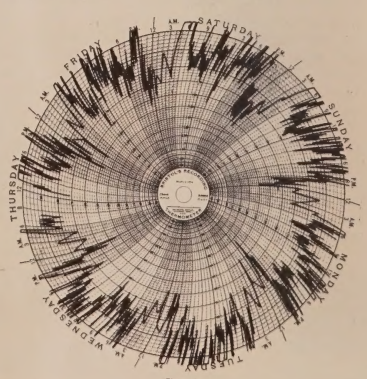


Figure 2

The Role Of The Fire Extinguisher In The Theatre

The Importance Of Theatre Fire Protection Through The Use Of Proper Extinguishers

By Werner Barwinkel
Sales Manager
Fire Protection Equipment
American LeFrance Corporation

■ The purpose of this article is not to show how many fire extinguishers you must have to protect a theatre; but how few. Fortunately, theatre managers and owners are more alert to protect the public from fire than perhaps any other single administrative group. But, what many may not realize is that during the past decade tremendous advances have been made in fire extinguisher design. As a result, the exhibitor can save money by protecting specific hazards with specific extinguishers.

Most theatres are obliged to install and maintain automatic protection, but this should be regarded as a last resort; not as first aid. Extinguishing a fire in its infancy with an extinguisher avoids costly water damage from the automatic system which will loose a deluge of water. Water damage can eat into box office receipts in two ways; by damaging seats and carpeting to a point where replacement is required, and by creating the need to close the theatre for a drying-out period.

Fires are grouped under three broad classifications—A, B, and C—and a theatre is especially vulnerable to each type.

Class A fires are those in fibrous materials such as: wood, carpeting, upholstery, draperies, paper, etc.

Class B fires feed on flammable liquid fuel grease, cooking oils, certain dry cleaning fluids and other volatile substances.

Class C fires are electrical in origin; caused by overheating or short circuits in motors, wiring, fixtures and electrical equipment. Theatres, as a rule, contain more expensive electrical equipment than other buildings of comparable size.

Class A fires must be cooled to a point where they no longer support combustion, and this is best accomplished with a Pressurized Clear Water Extinguisher (PCW) because it limits extinguisher-caused damage to a thorough soaking of the actual burning area. PCW extinguishing units are the modern counterpart of yesterday's soda-acid extinguisher. Modern PCW's are of the squeeze-handle type, and can be operated by squeezing a handle and directing the stream via the short hose.

The squeeze-handle PCW enables the user to shut off the stream the instant the fire is out. A PCW can be recharged with clear water and air at most any air compressor and never needs recharging unless used. Over a period of time a PCW will pay for itself by eliminating the recharging costs of soda-acid units.

A practical rule for any building is that an extinguisher should be so located so that a person does not have to travel more than 100 feet to reach the nearest unit, or one extinguisher for every 2,500 feet of floor space.

Every person employed by the theatre should be instructed in the use of every type of extinguisher, and should know where they are located.

The booth should be protected by Carbon Dioxide for the simple reason this type of extinguisher leaves no residue to damage expensive projection equipment and because the electrically activated equipment can transmit electrical shock back to the user unless the current extinguisher is used.

Wherever there is electricity, there is danger of fire, no matter how remote. For instance, sound horns backstage should be guarded.

Sign shops, rubbish disposal rooms and false attics present critical areas in many a theatre. Good, hard common sense in locating extinguishers is needed by the manager. No one knows his theatre as he does. No hard and fast rule can be set down because theatre conformation varies. The newly-built theatre differs from the converted opera house as a modern ranch house from a two family flat. But the following rules apply to any theatre:

(1) Make sure trash is stored in covered metal containers and disposed of as quickly as possible. One good Sunday matinee can create more trash than most buildings see in a month.

(2) Don't place fire extinguishers in rest rooms, and other unguarded areas that invite vandalism. But have an extinguisher ready to carry to the rest room at a moment's notice.

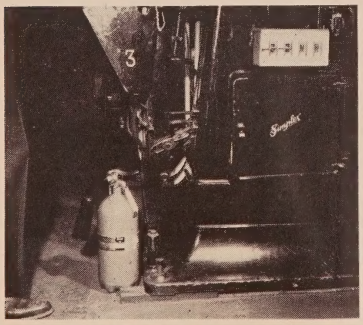
(3) Keep the sign shop as orderly as possible. Keep all paints and volatile substances covered at all times when not in use. Don't allow old false fronts, etc. to accumulate.

(4) Have your electrical set-up checked by a competent, licensed electrician at least once a year. This includes everything: booth, backstage, lobby shadow boxes, candy stand, ticket machine, marquee, house lights, tunning lights, sound equipment, etc.

(5) Have your heating and air conditioning systems checked by competent contractors at least once a year.

(6) Flameproof all drapes, drops, sound mats, etc. The nominal cost is worth it in terms of added protection.

(7) Have an adequate number of fire extinguishers of the correct type properly located.



The chief projectionist protects each of three projectors with an easily-handled 5 lb. carbon dioxide extinguisher.

An American LaFrance Pressurized Clear Water Extinguisher, positioned at the side wall of the lobby and under the doorman's constant surveillance, protects a large lobby-foyer area in the theatre. Ushers, as well as the doorman, are trained to use this squeeze-handle type of extinguisher.

New Products Review

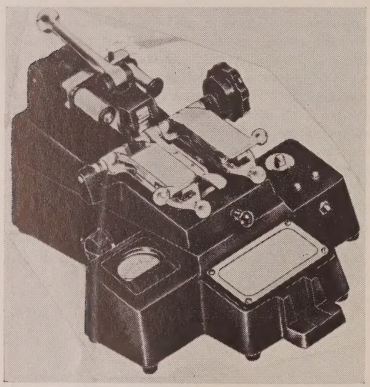
Some Thumbnail Descriptions of Selected Products Which Have Interesting Possibilities for Theatres

PROJECTION AND SOUND

Prestoseal Splicer

Prestoseal Manufacturing Corp. announced the availability of an improved electric automatic splicer designed to splice 16mm, 35mm or 70mm microfilm, motion picture film, magnetic film or tape and striped film without scraping or the use of cement.

The principle of the PRO Model Presto-Splicer is a combination of controlled heat and pressure applied in a precise, automatically controlled time cycle. The splice itself does not add any thickness to the film and the but-welded ends produce a homogeneous bond with no loss of picture or sound.



PRESTOSEAL SPLICER

The improvement of this PRO-2 Model splicer is that a ratchet assembly has been added which advances a teflon tape applying a new pressure surface for each splice. An additional improvement is the addition of a pre-plasticizing assembly which automatically pre-plasticizes the film prior to the splicing cycle.

The Presto-Splicer handles all types of safety-film bases including tri-acetate and mylar stock. It can be used for raw stock, short ends, color film, negative, prints, etc. for either motion picture or microfilm fields.

Piclear Film Processor

Piclear is an automatic machine which processes film with a special liquid, a process which Piclear, Inc., promises will much enhance the qualities — visual and audio — of any reels upon which it is used. Spokesmen say that the process could save producers and exchanges thousands of dollars by cutting down on the original number of prints made and by extending the life of those in use by increasing runs from 15 to 25 percent. The firm claims that a savings could also be made due to the fact that scratched prints would not have to be processed by expensive laboratories.

The Piclear machine, or applicator, consisting of fluid holders, tubing and valves is first mounted under the top magazine of the 35 mm projector. As soon as the "start" button of the projector is pushed and the film starts feeding, a prescribed amount of Piclear fluid is released, gravitates down tubes, and saturates two felt pads located a predetermined distance from the aperture. The moving film passes between the wetted felt pads and is first throughly cleaned by the fluid which is a non-toxic and non-flammable balanced solvent formulation. This Piclear fluid does other things of consequence to the film as it passes between the saturated pads. Film moisture content is controlled — the triacetate plasticizer is replaced, and — the film is chemically flexibilized, it is claimed.

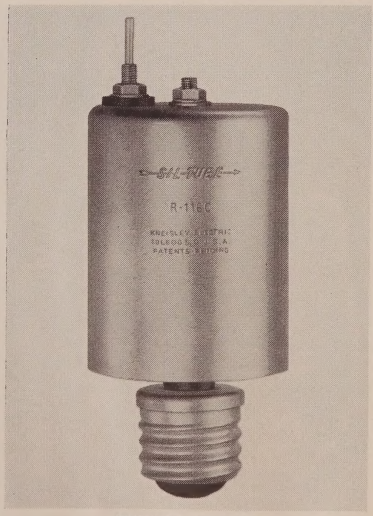
Following the Piclear pad cleaning, the film receives a very thin coating of fluid prior to entering the projector. This liquid coating temporarily resurfaces the film allowing light to pass through scratches, cinch marks, etc., rather than be refracted by them. This is the reason why line shadows are not visible on a screen while Piclear is in use. Sound is improved at the same time as track scratches are also temporarily resurfaced with piclear fluid, the company states.

After the coated film passes the aperture it evaporates and is wound on the take-up reel with no physical acetate change aside from the mentioned conditioning.

New Tube Developed

Kneisley Electric Company recently announced the development of a new 15 ampere Sil-Tub, designed to replace 15 ampere gas-filled or mercury vapor tubes in tube type rectifiers.

The company states that the new tube possesses the following advantages: 97 to 98-per



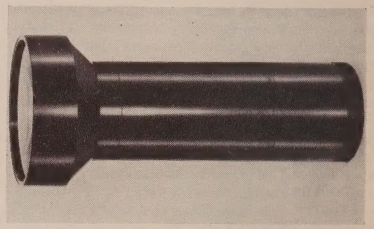
KNEISLEY SIL-TUBE

cent efficiency; virtually unlimited life; hermetically sealed against moisture; non-aging; no filaments; no more burned socket contacts; convection cooled; much lower transformer temperature; and permits uprating of rectifiers if desired.

Visual Image Compensator

Vicom, Inc. has developed and introduced a visual image compensator for better projection in houses having short projection distances and large screens.

The Visual Image Compensator (called VIC) is designed to adapt 70mm and 35mm projectors with standard lenses to wide angle projection, with twice the screen width, equal light distribution, and better quality. The speed of the prime lens will remain unchanged. The unit produces excellent results with 4″ diameter lenses, as well as 2.871″ diameter lenses, Vicom states.



VISUAL IMAGE COMPENSATOR

The VIC 2X Adapter attaches to the front of any high quality standard projection lens, halves its local length, and improves the projection.

MANAGEMENT

New Vinyl Spray

Taussig Paint Sales Co. has announced the development of a new vinyl spray which "dries ready for use in less than 15 minutes."

Named Lasticolor, this new product "will not stiffen surfaces, dries smoothly and evenly and will not run or fade applied colors," states the company.

New colors may be applied or the original color duplicated by matching or mixing 12 available colors and black and white, it is claimed. Before spraying, surface dirt and residue may be removed with Lasticolor reducer.

"Not only can the spray be used to refurbish the seats and drapes, but it is an excellent way to get extra mileage from stage props in the living theatre," a Tausig official pointed out.

Ralph J. Taussig, president, reports that Lasticolor has been used successfully on a wide variety of materials, including cotton, cotton-viscose, rayon, acetate, viscose, nylon, wool, wool-viscose blend leather, leatherettes, rubber, canvas, and plastics.

Three different Lasticolor formulas are available. No. 1 for natural fabrics, No. 2 for plastics, leatherettes and synthetics, and No. 3 for genuine leather.

Televance Sentry

An electronic device, called the Televance Sentry, has been developed which will lower operating and maintenance costs of refrigeration and air conditioning systems, the Televance Corp. says.

The Televance Sentry is designed to keep a constant watch over the refrigeration or air conditioning system and to signal the equipment owner or operator at the very first sign of equipment failure or inefficiency. The manufacturer states that warning in advance of a temperature rise is important in refrigeration systems if costly "chain reaction" mechanical failures are to be eliminated. This is especially true in the case of refrigerant leaks.

Some of the conditions which the Televance Sentry is said to detect and signal before a temperature rise occurs, include: refrigerant leaks, a highly inefficient compressor, broken or badly slipping v-belts, a flash gas condition, a restricted strainer or drier, a loose free turning motor pulley or compressor drive pulley, a tripped reset or motor overload device, a defective compressor motor, a blown fuse, or any condition that might result in non-operation of the compressor while the compressor motor control is calling for refrigeration.

In some cases, such as a slow refrigerant leak or very inefficient compressor, it is claimed that the Televance Sentry will signal that service is required up to months in advance of the actual equipment failure.

TELEVANCE SENTRY

There are of course a few conditions which the Sentry cannot detect and signal before a temperature rise, says the Televance Corporation: e.g., poor air circulation over the coil or evaporator. Therefore, special low voltage thermal switches are made available which can be located in the refrigerated space and connected to the Sentry so that it will also signal a temperature rise. The thermal switches are designed to prevent false alarms during defrost periods or periods of a normal temperature rise.

Thermal switches and temperature rise indication would not normally be required in air conditioning applications, but where maximum protection against a product loss is desired, the addition of thermal switches are recommended.

The basic Televance Sentry is said to consist of a sensing probe which is located in the liquid line of the refrigeration system, and a main electronic control unit. A multiple selector switch which permits up to five condensing units to be connected to a single Sentry, and a low voltage remote alarm light is also available. The remote alarm light is designed for location in an office or area where it is certain to be seen.

A unique feature of the Televance Sentry is that its operation can be tested simply by pressing a test button. If the alarm light goes on when the test button is pressed, it indicates that all components of the Sentry are functioning properly and that it will signal when an alarm condition exists.

Other features include: It can be used by the service man to correctly charge the system with refrigerant; printed circuitry for uniform production and trouble free performance; visual or audible alarms; one standard unit operates on 60 cycles, 115 V., 208 V., or 230 V., AC, and can be used on any size equipment and with all refrigerants.

Ice Machine Cleaner

Almost all automatic ice makers accumulate impurities from the air and from the water supply in the form of dirt, grease, scale and slime. These impurities cause such common troubles as cloudy or white ice, soft ice, offensive odors and bad tasting ice, slow freezing and unsanitary ice. In the case of tube-type ice makers, scale build-up can result in blocking of the tube and expensive damage to the machine.

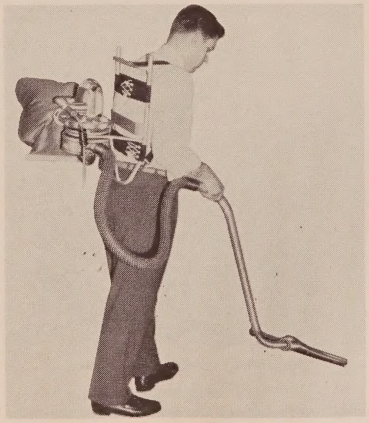
CSCO Ice Machine Cleaner, a product of the Chemical Solvent Company, will safely clean the Ice Makers and eliminate these troubles. The cleaner is safe to use on the machines and is safe to handle. It is also non-toxic and from a health standpoint, is safe when used in accordance with the instructions printed on the package.

In addition for its use in cleaning Ice Makers, CSCO Ice Machine Cleaner Powder may be used for deliming or removing the scale from dishwashers. Printed instructions are available. CSCO is packaged in convenient 8-ounce polyethylene bags.

Tornado Pac-Vac

Newest member of the Tornado cleaning family is the Pac-Vac cleaner that straps to the operator's back. The motor unit, which is interchangeable with their tank cleaner, mounts on a "Skrap-Trap" which keeps heavy objects from reaching the air impeller. The tubular frame fits comfortably on the back and can be adjusted with the wide straps.

The Pac-Vac, when used as a vac, uses a filter bag over the air outlet. For air sweeping the regular five foot hose is moved to the air outlet and an air sweeping wand is used.

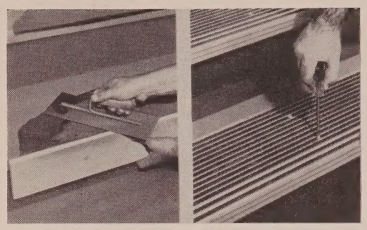


TORNADO PAC-VAC

Convenience and mobility are its big features. The Pac-Vac can be used for regular floor cleaning using up to a twenty-two inch tool for all types of overhead work with extension handles.

As an air sweeper it moves papers and other debris from under fixed seating.

WOOSTER ALUMINUM TREADS



A quick, easy method of restoring worn, slippery stairs using a recently developed aluminum safety tread has been announced by the manufacturer, Wooster Products, Inc.

Plastic Mix Leveling Compound is troweled over the worn areas of the steps to return the step to the level surface. The step is then capped with the new heavy-duty Super Stairmaster safety tread.

Super Stairmaster treads are nine inches wide with beveled back and fit all steps up to 13-inches wide. The base of the tread is heavy-duty aluminum with ribs of hard abrasive, providing an anti-slip walking surface. Lengths to 12-inches are available. Proper fasteners are furnished for installing on various types of stairs.

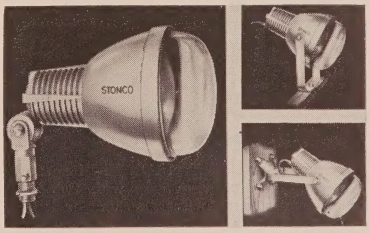
This simple method of restoring stairs eliminates closing off stairs for extended periods of time while repairs are being made.

FOR DRIVE-IN THEATRES

Stonco Bell Holder

The new heavy-duty Bell Holder, introduced by Stonco Electric Products Company, is vaportight clear through for use in all locations exposed to moisture, rain, sleet, ice, corrosive fumes, non-explosive vapors and gases or non-combustionable dusts.

Fully protected and sealed vaportight with a heavy tempered-glass front lens and high-temperature live silicone-rubber gasket, the



STONCO BELL HOLDER

new all-weather Bell Holder is especially effective for the wide-range of failure-prone installations where unusually severe conditions are damaging to ordinary floodlight.

Features include an advanced "shield" design that eliminates back and side halo-light, pre-aiming quadrant that permits on-the-ground focusing, and a variety of job-tailored accessory fittings for pole-top, mid-pole, wall or cross-arm mounting.

Five Anti-Rust Products

Meeting a demand for simplified procedures in painting metal to stop rusting as well as to beautify, the Du Pont Finishes Division has developed five new products suited for any metal finishing job.

Three of the anti-rust paints are primers. One of these is a specially formulated version of the time-tried red lead primer for iron, steel or tin surfaces that cannot be cleaned to bright metal. Its blend of resin and oils penetrates rust to insure good adhesion to metal.

A second primer is a zinc chromate formulation, ideal for iron and steel, tin, and aluminum which is free from rust. It is excellent for touch-up and can serve as a satisfactory all-purpose interior and exterior primer.

The third is a new type of primer designed for use over a new or non-rusted galvanized metal and copper. Drying in 30 minutes, this galvanized metal primer thins with water.

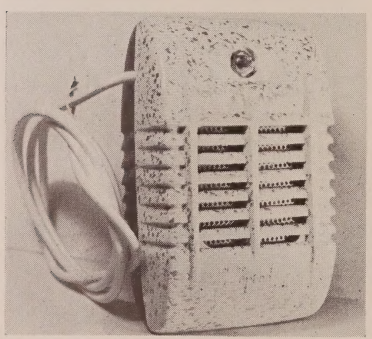
Wrought iron black, which produces a low sheen, jet black finish, and chrome finish aluminum for an extra brilliant chrome-type finish round out the new line.

All the metal primers are engineered for topcoating with "Duco" enamel colors.

1960 EPRAD Speaker

The 1960 model "Hi-Fi" speaker manufactured by EPRAD, Inc. incorporates many improvements including a 2.15 ounce "Alnico 5" magnet, according to James McSorley, marketing manager of the firm.

"This new magnet," McSorley stated, "is the largest magnet used in a drive-in theatre car speaker today." Tonal quality, clarity and volume are even beter than in last year's Hi-Fi speaker, which had a 1.47 ounce magnet. In addition, the 1960 Hi-Fi has several other improvements including a new-type "double-weatherproofed" cone for longer life.



HI-FI SPEAKER

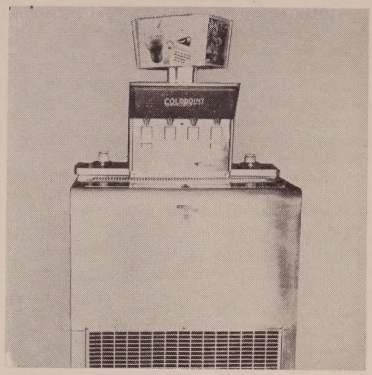
Other features of EPRAD's Hi-Fi speaker are: die-cast aluminum case with two-tone epoxy enamel finish; fiberglas tone-pad; full cork gasket; enclosed volume control; perforated aluminum grill, and quick-disconnect terminals.

THE REFRESHMENT STAND

Flomatic Drink Dispenser

The Flomatic Drink Dispenser furnishes a maximum of four beverages, either carbonated or non-carbonated, plus carbonated and plain water. It is automatic, it's colorful and it merchandises, says Bastian-Blessing, manufacturer.

The Flomatic system gives the operator positive control over the automatically mixed beverages, and always produces a perfectly proportioned ice cold drink, it is said. It operates at the touch of a colored plastic button. When the pressure on the button is released, the flow stops simultaneously. The



FLOWMATIC DRINK DISPENSER

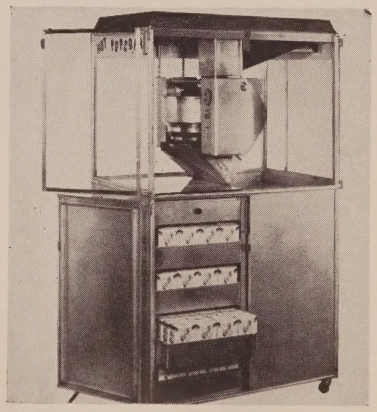
color of the button and a label indicate the flavor controlled by the button.

The unit, which is three feet wide, has a stainless steel top and facing on operator's side, and stainless steel ends down to compressor compartment line. It is surmounted by a foursided rotating Roto-Sign, advertising the beverages or other specialties served, by means of illuminated transparencies, framed in white plastic. The Roto-Sign utilizes the three most potent advertising mediums—light, color and motion, the company claims.

Multipop Popcorn Machine

A new automatic machine that can make from one to 50 batches of popcorn at the set of a dial or operate continuously without an operator was recently introduced.

Manufactured by the Electroware Corporation, the Multipop machine is completely automatic and makes each batch of popcorn under precision controlled conditions. A thermostat triggers the popping process. The vendor need only fill it with corn, salt, and oil, press the control button, and Multipop does the rest.



MULTIPOP POPCORN MACHINE

The machine's cabinet and popping mechanism are made of aluminum. When the precast aluminum skillet is warm, oil and salt are automatically released. After reaching 475 degrees Fahrenheit, 16 ounces of corn pour into the popping chamber and the kernels begin to pop. The corn is stirred and then released into a 7½ cubic foot heated storage wall. The process can be repeated in cycles of 2¾ minutes, or as often as indicated by the dial setting.

Beich 10-Cent Bars

The Paul F. Beich Company announced national distribution of three newly packaged 10-cent candy bars. After extensive testing and research, the Beich Company is offering to the trade a selection, each of which is manufactured for a different taste preference.

The leader in the "Bike" parade is the Whiz bar, in a new, multi-color wrapper, incorporating the rich, appetizing tones of red, gold and brown, on white. The wrapper

BEICH CANDY BARS

has an almost life-size illustration of the candy bar to create more appetite and product appeal to tempt the buying public. The ends of the wrappers are covered with a reproduction of the peanuts which are used in the bar.

Beich also introduced a 10-cent size 50/50 Peanut Cluster bar, a combination of milk chocolate and peanuts. The bar contains no filler.

The Chocolate Malted Milk Nougat bar is also being distributed by Beich. The bar is made with Borden's Malted Milk and is available in the 10-cent size. The packaging entails the use of rich gold, cream and chocolate tones for greater product acceptance.

Pepsi-Cola Dispenser

Photo shows Pepsi-Cola's exciting "Light Look" fountain syrup unit. Offering a choice of illuminated or standard face plate, and incorporating a stainless steel liner, the new dispenser is an integral part of the franchise company's new fountain syrup sales program. The versatile dispenser, available for island, counter or rail base, features continuous flow, drawing any size drink and syrup float control. Basic dimensions of the unit are 9¾ inches wide, 19⅜ inches long, and 18½ inches high.

WATER CONDITIONING

(*Continued from page 79*)

The chemicals used for water conditioning and the methods used to feed chemicals shall comply with local health codes, where applicable.

Chemicals used for water conditioning shall have no detrimental effect on non-metallic materials such as rubber, etc. used in the system.

The water conditioning program shall be administered by a competent water treatment company acceptable to both the customer and the contractor.

TERMS OF PROPOSAL

The water conditioning company shall submit a complete proposal with its bid.

A complete analysis of the water to be used for make-up in the several systems to be treated shall be included in the proposal.

The chemical names of the water conditioning compounds to be used shall be stated.

The concentration of chemicals to be maintained in the several systems shall be stated.

The estimated amount of continuous bleed-off from recirculating water systems such as cooling towers, evaporative condensers, humidifiers, etc. shall be stated.

Type and frequency of service by the water treatment company shall be stated.

CORROSION CONTROL

Corrosion control shall be provided for all water and brine circuits by using suitable corrosion inhibitors and pH control.

Corrosion shall be judged under control when the overall corrosion rate or maximum depth of pitting does not exceed —— inches of penetration per year, of the thickness of any metal component of the circuit in continuous contact with the conditioned water on brine.*

Overall corrosion and pitting rates shall be measured by using suitable corrosion test coupons representing the metals in the circuit. ASTM corrosion test procedures D935-49 and A224-46, or other equally suitable procedures, shall be followed.

Corrosion tests shall be conducted at locations in the circuit as specified by the contractor.**

If overall corrosion and/or pitting exceeds the maximum allowable rates, an immediate retest shall be made. If the results of the retest are within the maximum allowable rates, corrosion shall be judged under control.

SCALE CONTROL

Formation of adherent mineral deposits which cannot be easily flushed from heat transfer surfaces shall be prevented.

A continuous bleed-off shall be specified for all devices which evaporate water such as cooling towers, evaporative condensers and humidifiers.**

Internal chemical treatment of water in the circuit and/or external treatment of the make-up water shall be provided when bleed-off alone is inadequate to prevent scale formation or when bleed-off alone is uneconomical because of excessive use of corrosion inhibitors.

Polished probes shall be used for checking scale formation at locations specified by the contractor.**

ALGAE AND SLIME CONTROL

Algae and slime growths shall be prevented in all circuits by using suitable algaecides. Copper, mercury, or other algaecides which may cause damage to equipment shall not be used.

CHEMICAL FEEDING

Chemicals shall be fed to circuits requiring continuous makeup by automatic proportional feeding devices.**

Acid feeders, when used, shall be controlled by an electronic pH controller.**

SERVICE PROCEDURES

The water conditioning company shall provide: (*Complete with alternate a or b, whichever applies.*)

(a) Oral and written instructions and suitable test kits for operating personnel for the maintenance and control of the water conditioning program.

(b) The addition of all chemicals and all control testing by its own personnel.

Periodic service calls, water analysis, and corrosion and scale test checks shall be made at intervals as necessary to insure proper control of corrosion, scale, algae and slime.

A written report of each service call, water analysis, and corrosion and scale check test shall be submitted by the water conditioning company: (*Complete with alternate a or b, whichever applies.*)

(a) Upon request.

(b) In accordance with a prearranged schedule.

** Commonly accepted maximum corrosion rate and depth of pitting is .004 inches of penetration per year. This usually applies to metals having a thickness greater than .250 inches. Where metal thickness is less, as in condenser tube walls, proportionately lower values should be used. These values are measured in inches of penetration per year.*

*** The contractor responsible for piping and/or electrical work should provide suitable fittings and connections for corrosion testers, probes for scale checks, continuous bleed-off, and should also provide necessary facilities for the installation and operation of automatic feeders and their controls.*

• • •

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New Spray Product Spells Woe To Bugs Who Put Foot In It

Crawling insects and hungry rodents are bound to find things all gummed up if they try climbing a tree or shrub treated with a new aerosol insect-barrier spray.

Appropriately dubbed "Crawlz No More," the easy-to-use, messless, push-button product deposits a spray of tacky, exceedingly sticky compound around the trunks or branches of trees and plants. Insects putting their feet in it find it's as permanent a roost as sticking your foot in quick-setting cement, observes E. I. Du Pont De Nemours & Co., the manufacturer. Rodents get an uncomfortable sensation in the pads of their paws and have such a tough time getting out that they invariably back down rather than continue through the morass.

Odorless and harmless to plants, animals, and people, the aerosol tree banding compound remains effectively tacky for long periods of time and will not wash off in rain, the manufacturer says. The push-button spray dispenser package makes it easy to apply the compound in hard-to-get-at places.

The Admission Control System that means *Good Business* *Good Showmanship*

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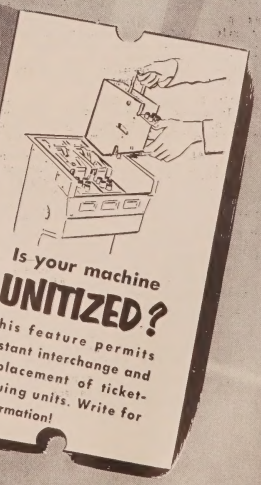
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Theatre Supply Dealers of the United States

Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ALABAMA

THE QUEEN FEATURE SERVICE, INC., 1912½ Morris Ave., Birmingham 3. Telephone: ALpine 1-8665. PERSONNEL—Manager: Miss Vivian Harwell. Salesmen: William H. McKenzie, R. L. Tyler. AREA SERVED—Alabama, Tennessee, Mississippi, Georgia, Northern Florida.

ARIZONA

*ARIZONA FILM SUPPLY COMPANY, 33 W. Congress St., Tucson. Telephone 26272. PERSONNEL—Nick Diamos, George N. Diamos, George O. Diamos. AREA SERVED—Arizona.

ARKANSAS

ARKANSAS THEATRE SUPPLY, 1015 Division St., North Little Rock. Telephone: FR 2-2632—(Emergency Night) SK 3-2067. PERSONNEL—Owner: H. E. Wortsmith. Manager: Mrs. Kathryn Butler. AREA SERVED—Arkansas, Tennessee, Mississippi, Missouri.

CALIFORNIA

MIDSTATE THEATRE SUPPLY, 1906 Thomas, Fresno. Telephone: ADams 3-2455. PERSONNEL—Owner and manager: Paul Wallace. AREA SERVED—Central California.

*WESTREX CORPORATION, 6601 Romaine Street, Hollywood 38. Telephone: Hollywood 7-1171. PERSONNEL—Manager: R. W. Wright.

J. M. BOYD COMPANY, 2032 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 2-0046. Products Sold: West Coast Distributor for Holmes Projector Company. AREA SERVED—Southern California.

JOHN P. FILBERT COMPANY, INC., 2007 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 4-1195. PERSONNEL—President: J. E. Miller. Secretary-Treasurer: John P. Filbert, Jr. Sales Manager: Spero L. Kontos. Office Manager: Ida K. Marshall.

NATIONAL THEATRE SUPPLY COMPANY, 1961 S. Vermont Ave, Los Angeles 7. Telephone: REpublic 1-4193. PERSONNEL—Vice President: L. C. Ownbey. Manager: G. J. Hessick. Salesmen: Al Schuyler, Sam Aspaas, Cal Tyler, Bill Ferrell, S. Lay. Service Man: J. Denny. Shipper: W. Decuir. AREA SERVED—Southern California, Arizona, Nevada.

PEMBREX THEATRE SUPPLY CORPORATION, 1969 S. Vermont Ave., Los Angeles 7. Used Equipment Division, 1975 S. Vermont Ave., Telephones: REpublic 1-3111—(Emergency Night) DUnkirk 8-6764, TOpaz 2-3412. PERSONNEL—President and General Manager: Louis M. Wutke. AREA SERVED—Southern California, Arizona, and Nevada.

*B. F. SHEARER COMPANY, 1964 S. Vermont Ave., Los Angeles 7. Telephones: REpublic 3-1145—(Night) BRighton 04901, AXminster 1-3576. PERSONNEL—Manager: Barclay W. Ardell. Salesmen: Ed Budd, Don Grieve, F. T. Lay. Engineer: Henry Gressing. AREA SERVED—Southern California, Arizona, Southern Nevada.

GLENN E. KOROPP, 3600 San Ysidro Way, Sacramento 25. Telephone: IVanhoe 9-0941. PERSONNEL: Glenn E. Koropp, Virginia E. Koropp. Products Sold: In-Car Speakers. AREA SERVED: All Western States.

NATIONAL THEATRE SUPPLY COMPANY, 255 Golden Gate Ave., San Francisco 2. Telephone: MArket 1-4171. PERSONNEL—Manager: Heaton Randall. Salesmen: J. C. Dalk, William C. Stahl. Service Man: M. A. Lewis. Shipper: Al Rinehart. AREA SERVED—Northern California, Nevada, Southern Oregon, Washington, Alaska.

WALTER G. PREDDEY, 187 Golden Gate Ave., San Francisco 2. Telephones: UNderhill 1-7571-2—(Emergency Night) JUniper 6-1038. PERSONNEL—Owners: Walter G. Preddey, Robert O. Bemis (Copartnership). Salesmen: Oscar Barringer, R. L. Mann. AREA SERVED—California, Nevada, Oregon, Arizona, Hawaii, Alaska.

B. F. SHEARER COMPANY OF CALIFORNIA, 243 Golden Gate Ave., San Francisco 2. Telephone: UNderhill 1-1816. PERSONNEL—Manager: R. A. Brobeck. Salesmen: Wesley Rosenthal, E. R. Bechtel. AREA SERVED—Northern California, Nevada, Southern Oregon, Hawaii.

WESTERN THEATRICAL EQUIPMENT COMPANY, 168 Golden Gate Ave., San Francisco 2. Telephone: PRospect 6-1251. PERSONNEL—General Manager: James R. Barry. AREA SERVED—California, Nevada.

COLORADO

NATIONAL THEATRE SUPPLY COMPANY, 2111 Champa St., Denver 5. Telephones: TAbor 5-0201—(Emergency Night) RAce 2-0392. PERSONNEL—Manager: J. B. Stone. Assistant Manager: J. R. Lutz. Salesmen: Morton Dyksterhuis, Merle Schwaninger, C. H. Lyman, R. J. Miller, Jim Cowhick. Service Men: L. A. Ritchey, Aaron McDaniel. Shippers: Steve Ramos, Clarence Clausen, Ivan Andrick. AREA SERVED—Colorado, New Mexico, Wyoming, Western Nebraska, Eastern Montana, Black Hills of South Dakota, Utah, Idaho, and Nevada.

SERVICE THEATRE SUPPLY COMPANY, 2054 Broadway, Denver 2. Telephone: AL 5-1597. PERSONNEL—President: Ted Knox. Secretary and Treasurer: Elsie Knox. AREA SERVED—Denver Film Territory.

EDITOR'S COMMENT

While every effort has been made by repeated mailings and even by long distance telephone to achieve a high degree of accuracy and uniformity in the domestic, Canadian, and foreign theatre supply dealer entries which follow, it has been impossible to secure the 100 per cent cooperation of the dealers themselves in confirming, revising, or amplifying the information in these FREE listings.

With the assistance of most of the large concerns with branch offices in the U. S. and affiliates overseas, we have been able to supply up-to-the-minute information on such outlets. Other dealers who have not confirmed, revised, or amplified their listings as requested are indicated by an asterisk (*).

WESTERN SERVICE AND SUPPLY, INC., 2071 Broadway, Denver 5. Telephones: Keystone 4-1979—TAbor 5-6312. PERSONNEL—President: R. K. Tanker Sley. Vice-President: S. R. Langwith. Office Manager: Mrs. Oline Langwith. Stock Clerk: William Calabrese. AREA SERVED—Colorado, Wyoming, Western Nebraska, Western South Dakota, New Mexico.

CONNECTICUT

*NATIONAL THEATRE SUPPLY COMPANY, 1890 Dixwell Avenue, Hamden 14. Telephones: ATwater 8-2547—(Emergency Night) ATwater 8-8063. PERSONNEL—Manager: R. J. Mauro. Salesmen: George M. Peloso, C. E. Cocco. AREA SERVED—Connecticut.

DISTRICT OF COLUMBIA

*ELMER H. BRIENT AND SONS, INC., 925 New Jersey Ave., N.W., Washington, D. C. Telephones: District 7-9505-6, OLiver 2-1453. PERSONNEL—General Manager: Elmer H. Brient. Office Manager: Ted C. Brient. Engineers: K. F. Owens, C. L. Rakow. AREA SERVED—District of Columbia, Maryland, Virginia, Northeastern W. Virginia, Delaware, Pennsylvania.

BEN LUST THEATRE SUPPLY COMPANY, 1001 New Jersey Ave., N.W., Washington 1. Telephone: NAtional 8-5376. PERSONNEL—Owner and Manager: Irwin Lust. Salesman: O. F. Leland. Secretary: Ray Warren. Service Engineer: John F. Doyle. AREA SERVED—District of Columbia, Maryland, West Virginia, Virginia.

R & S THEATRE SUPPLY COMPANY, 1015 New Jersey Ave., N.W., Washington 1. Telephones: STerling 3-8938—(Emergency Night) WOodley 6-0790, EMerson 3-5686. PERSONNEL—Samuel N. Wheeler, Ross S. Wheeler. AREA SERVED— Virginia, Maryland, Delaware, District of Columbia.

FLORIDA

JOE HORNSTEIN, INC., 273 W. Flagler St., Miami. Telephones: FRanklin 4-7596—(Emergency Night) MOhawk 7-7424. PERSONNEL—Manager: Hal Hornstein. Counter Man: E. Gilliam. Sales Engineer: O. G. Taylor, 2927 Lown Ave., Tampa. AREA SERVED—Southern States.

*PEARCE THEATRE EQUIPMENT CORPORATION, 320 W. Flagler St., Miami. Telephone: FRanklin 3-5038. PERSONNEL—Manager: Edgar B. Pearce. Office Manager: Mary E. Clausen. Theatre Engineer: L. C. Webb. Air Conditioning Engineer: C. V. Mitchell. Sales Manager: F. E. Van Hoesen. AREA SERVED—Florida, Cuba, the Bahamas.

*UNITED THEATRE SUPPLY CORPORATION, 2408 Grand Central Ave., Tampa 1. Telephone: 8-5189. PERSONNEL—President and Treasurer: Ray Busler. Secretary: Edna L. Worth. Counter Man: S. W. Smith. AREA SERVED—Florida, South Georgia, Cuba, the Bahamas.

GEORGIA

DIXIE THEATRE SERVICE AND SUPPLY COMPANY, 1010 N. Slappey Drive, Albany. Telephones: HE 2-2846—(Emergency Night) HE 2-2317. PERSONNEL—President and General Manager: J. O. McClung. Vice-President: L. W. McClung. Engineer: W. C. McClung. Service: Buddy McClung. Sales: C. T. Arn. AREA SERVED—Georgia, Alabama, Florida, Tennessee.

CAPITAL CITY SUPPLY COMPANY, INC., 161 Walton St., N.W., Atlanta 3. Telephones: JA 1-1244—(Emergency Night) CE 3-6885; TR 2-4493. PERSONNEL—President and Manager: O. J. Howell. Vice-President in Charge of Sales: Lewis Waits. AREA SERVED—Georgia, Tennessee, Alabama, part of Florida.

NATIONAL THEATRE SUPPLY COMPANY, 187 Walton St., N.W. Atlanta 3. Telephone: JAckson 4-8486-87. PERSONNEL—Manager: J. G. Thigpen. Salesmen: R. M. Goldsmith, R. L. McWilliams, P. D. Hug. Service Man: C. Harris. AREA SERVED—Georgia, Florida, Alabama, Tennessee.

WIL-KIN THEATRE SUPPLY, INC., General Offices: 301 North Ave., N.E., Atlanta 8. Sales Branch: 229 S. Church St., Charlotte, N. C. Telephone: JA 2-4613 PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. AREA SERVED—Alabama, Florida, Georgia, Tennessee.

RHODES SOUND AND PROJECTION SERVICE, 218 E. 56th St., Savannah. Telephones: AD-3-8788—(If no answer) AD 3-1174. PERSONNEL—President: Irma F. Rhodes. Engineer and Manager: E. L. Rhodes. AREA SERVED—Georgia, Southeast South Carolina, Northern Florida.

*SOUTHEASTERN THEATRE EQUIPMENT COMPANY, 203 Luckie Street, N.W., Atlanta 1. Telephone: JA 3-0461. PERSONNEL—President and General Manager: J. B. Dumestre, Jr. Manager: J. B. Dumestre, III. Representatives: W. N. Troy, Fred Nash, Bob Elzey. AREA SERVED—Southern States.

HAWAII

CONSOLIDATED AMUSEMENT COMPANY, LTD., 1120 Bethel St., Honolulu 11. Telephone: 63571. Merchandise Department. PERSONNEL— T. A. McKee. AREA SERVED—Hawaiian Islands.

THEATRICAL EQUIPMENT AND SUPPLY COMPANY, LTD., 1055 Alakea St., Honolulu 13. Telephone: 5-7351. PERSONNEL—President and General Manager: Ray Jackson. Products Sold: Complete Theatre Equipment and Supplies. AREA SERVED—South Pacific.

ILLINOIS

ABBOTT THEATRE EQUIPMENT COMPANY, INC., 1311 S. Wabash Ave., Chicago 5. Telephones: HArrison 7-7573-74-75-76. PERSONNEL—President: Harold Abbott. Treasurer: Eleanore Abbott. Secretary and General Manager: Erwin J. Peterson. Sales Department: Spiro Charuhas. Office Manager: Elaine Korose. Counter and Shipping: Patrick Coyle. AREA SERVED—Illinois, Northern Indiana.

*AN-GAR, INC., 2831 N. Clark St., Chicago. PERSONNEL—G. C. Anders, R. W. Dassow.

MOVIE SUPPLY COMPANY, INC., 3507 North Pulaski Rd., Chicago. Telephone: COrnelia 7-3130. AREA SERVED —Entire U. S.

ANN-LEE, INC., 940 W. Belmont Ave., Chicago. Telephone DI-8-3575.

NATIONAL THEATRE SUPPLY COMPANY, 1325 S. Wabash Ave., Chicago 5. Telephone: WAbash 2-8266. PERSONNEL—Manager: P. P. Rosser, Jr. Assistant Manager: E. C. Novak. AREA SERVED—Northern Illinois, Northern Indiana.

INDIANA

GER-BAR, INC., 442 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-1727. PERSONNEL—B. Hopkins, M. Hopkins. S. Goddard, R. Webster, F. Leas.

NATIONAL THEATRE SUPPLY COMPANY, 436 N. Illinois St., Indianapolis 4. Telephones: MElrose 4-4517—(Emergency Night) OLfford 5-5825, WAlnut 6-6490, WAlnut 3-5126. PERSONNEL—Manager: B. N. Peterson. Office Manager: N. Geraghty. Salesman: W. S. Smith. Inside Salesman: J. Bommerscheim. Shipping Clerk: L. Lewis. AREA SERVED—Indiana, Kentucky.

PROJECTION EQUIPMENT COMPANY, Union City. Telephone: 661. PERSONNEL—Geo. Wenger.

IOWA

DES MOINES THEATRE SUPPLY COMPANY, 1121-23 High St., Des Moines 9. Telephone: CH 3-6520. PERSONNEL—Owner and Manager: A. E. Thiele. Salesman: H. N. Sutton. AREA SERVED—Iowa.

KANSAS

SOUTHWEST THEATRE EQUIPMENT COMPANY, 118½ W. Douglas Ave., P. O. Box 2138, Wichita 1. Telephone: AM-2-2153 PERSONNEL—Owner and Manager: C. D. Peck. Projection Maintenance: J. O. Buckles. AREA SERVED— Kansas, Missouri, Oklahoma, Arkansas, Texas, New Mexico.

KENTUCKY

FALLS CITY THEATRE EQUIPMENT COMPANY, 427-29 S. 3rd St., Louisville 2. Telephone: JUniper 4-7559, JUniper 3-3186. PERSONNEL—Owners: W. E. Carrell, Sr., W. E. Carrell, II, J. Raymond Mattingly. Salesmen: Charles B. Wells, Jr., E. C. Barnard. Counter Man: Harry Woodson. Service Engineer: John MacDonald. AREA SERVED—Kentucky, Southern Indiana, Southern Ohio, Northern Tennessee.

HADDEN THEATRE SUPPLY COMPANY, 209 S. 3rd St., Louisville 2. Telephones: JUniper 4-0477—(Emergency Night) GLendale 2-2153. PERSONNEL—Owner: J. Stoner Hadden. Office Manager: Henry J. Uphaus. Service Department: Gene Mitchom. AREA SERVED—Kentucky, Southern Indiana, and Southern Ohio.

LOUISIANA

*HODGES THEATRE SUPPLY CO, INC., 1309 Cleveland Ave., New Orleans 13. Telephones: TUlane 8356—(Emergency Night) 21-4-3441, FAirview 8902. PERSONNEL—President: W. A. Hodges. Manager: J. P. Magendie. Salesman: Joe Faia. Sound Engineer & Salesman: H. J. Ballam. AREA SERVED—Louisiana, Southern Mississippi, Southern Alabama, Northern Florida.

NATIONAL THEATRE SUPPLY COMPANY, 220 S. Liberty St., New Orleans 12. Telephone: Tulane 4891. PERSONNEL—Manager: T. W. Neely. Salesman: C. A. Achee, Jr. Shipper: P. Caruso, Jr. AREA SERVED—Louisiana, Alabama, Florida, Mississippi.

SOUTHEASTERN THEATRE EQUIPMENT COMPANY OF LOUISIANA, 214 S. Liberty St., New Orleans 12. Telephone: Tulane 8661. PERSONNEL—Resident Manager: W. H. Murphy, Jr. Representative: Don Wilmoth. Office Manager: Ruth Toubman Segal.

ALON BOYD, P. O. Box 362, Shreveport. Telephone: 2-6612. AREA SERVED—Louisiana, Mississippi, Southwest Alabama.

MARYLAND

J. F. DUSMAN COMPANY, 12 East 25th St., Baltimore 18. Telephones: BEimont 5-2747-48—(Emergency Night) CLifton 4-0757. PERSONNEL—Manager: Henry C. Dusman. Salesman: Jack Dusman. AREA SERVED—Maryland, District of Columbia, Virginia.

NATIONAL THEATRE SUPPLY COMPANY, 417 St. Paul Place, Baltimore 2. Telephones: MUlberry 5-8266-67. PERSONNEL—Manager: H. C. Atkinson. Service Man: L. P. Sieber. Counter Clerk: E. L. Exler. Shipping Clerk: L. Gough. AREA SERVED—Maryland, District of Columbia, Virginia.

MASSACHUSETTS

CAPITOL THEATRE SUPPLY COMPANY, 28 Piedmont St., Boston 16. Telephones: Liberty 2-6797—(Emergency Night) Blue Hills 8-6855, FAirview 3-3192. PERSONNEL—President: K. R. Douglass, Jr. Vice-President: Ernest J. Comi. Treasurer: Frank M. Gray. General Manager: Ernest J. Comi. Salesmen: Don Pickering, Ken Douglass, Jr., Charles Fish, Lou Phillips, Frank W. Grabau. AREA SERVED—Massachusetts, Connecticut, Rhode Island, Maine, Vermont, New Hampshire.

INDEPENDENT THEATRE SUPPLY COMPANY, INC., 20 Melrose St., Boston 16. Telephones: Liberty 2-0051—(Emergency Night) Mission 3-5128. PERSONNEL—Manager: E. K. Hosmer. Salesman: R. Quint. Counter Man: J. Martin. AREA SERVED—Maine, New Hampshire, Vermont, Massachusetts, Rhode Island.

MASSACHUSETTS THEATRE EQUIPMENT COMPANY, 20 Piedmont St., Boston 16. Telephones: Liberty 2-9814—(Emergency Night) GRanite 2-7885, BEImont 5-2870. PERSONNEL—Owner: P. E. Comi, Manager: William J. Cliggot. Sales and Installation: P. E. Comi, Joseph Testa. AREA SERVED—All New England states.

NATIONAL THEATRE SUPPLY COMPANY, 37 Winchester St., Boston 16. Telephones: Liberty 2-2663—(Emergency Night) LOgan 7-7747. PERSONNEL—Manager: H. J. McKinney. Salesmen: Lawrence Cooney, George Poore. AREA SERVED—New England States, except Connecticut.

MICHIGAN

AMUSEMENT SUPPLY COMPANY, 208 W. Montcalm St., Detroit.

NATIONAL THEATRE SUPPLY COMPANY, 2312 Cass Ave., Detroit 1. Telephones: WOodward 1-2447-8-9—(Emergency Night) (MAyfair 6-5702, PArkway 2-8247. PERSONNEL—Manager: C. Williamson. Salesman: J. J. Kenny, C. J. Rowston. Service Man: G. Studebaker. Shipping Clerk: F. Smith. AREA SERVED—Michigan.

*RINGOLD THEATRE EQUIPMENT COMPANY, 106 Michigan St., N.W., Grand Rapids 2. Telephones: GL 4-8852—(Emergency Night) CH 3-2413. PERSONNEL—Owner and Manager: H. J. Ringold. AREA SERVED—Michigan.

THEATRE EQUIPMENT COMPANY, 2211 Cass Ave. Telephoe WOodward 1-1122.

MINNESOTA

*NATIONAL EQUIPMENT COMPANY, 7 E. Michigan St., Duluth 2. Telephone: RA 2-4567. PERSONNEL—James B. Enochs. AREA SERVED—Northeastern Minnesota, Northern Wisconsin.

*AVED THEATRE SERVICE AND SUPPLY, 830 Upper Midwest Bldg., Minneapolis 1. Telephone: FEderal 6-2122. PERSONNEL—Proprietor: A. L. Aved. Products Sold: Ballantyne equipment.

*ELLIOTT FILM AND THEATRE EQUIPMENT COMPANY, 1110 Nicollet Ave., Minneapolis.

FROSCH THEATRE SUPPLY, 51 Glenwood Ave., Minneapolis 3. Telephone: FEderal 5-1166. PERSONNEL—Owner: M. E. Frosch. Manager: Henry Miller—JU 8-7889. AREA SERVED—Minnesota, North Dakota, South Dakota, Northern Iowa, Northern Wisconsin, Northern Michigan.

MINNEAPOLIS THEATRE SUPPLY, INC., 75 Glenwood Ave., Minneapolis 3. Telephones: FEderal 5-3306—(Emergency Night) SUnset 4-7575, TUxedo 1-3494. PERSONNEL—Co-Owners: C. C. Creamer, R. C. Lahti, R. E. Lundquist. AREA SERVED—Minnesota, North and South Dakota, North-West Wisconsin.

NATIONAL THEATRE SUPPLY COMPANY, 56 Glenwood Ave., Minneapolis 3. Telephones: FEderal 2-8273—(Emergency Night) WAlnut 2-4127. PERSONNEL—Manager: A. T. Crawmer. Salesman: V. J. Barrett. Servicemen: H. R. Peterson, A. Kuiper. AREA SERVED—Minnesota, North Dakota, Western Wisconsin, Eastern South Dakota.

MISSOURI

MISSOURI THEATRE SUPPLY COMPANY, 115 W. 18th St., Kansas City 8. Telephone: BAltimore 1-3070-1. PERSONNEL—Owners: Mrs. Maxine Peek and J. Eldon Peek. Manager: L. J. Kimbriel. AREA SERVED—Kansas, Missouri, Iowa, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 223 W. 18th St., Kansas City 8. Telephones: BAltimore 1-9858—(Emergency Night) JAckson 3-8082. PERSONNEL—Manager: G. K. Slipper. Salesmen: W. A. Allison, W. R. Davis, Paul Fine. Store Sales: C. D. Whitney. Shipper: A. Nichols. AREA SERVED—Kansas, Western Missouri, Iowa, Nebraska.

SHREVE THEATRE SUPPLY COMPANY, 217 W. 18th St., Kansas City 8. Telephones: HArrison 1-7849, 1-4206—(Emergency Night) WIllow 2-1225.

STEBBINS THEATRE EQUIPMENT COMPANY, 1804 Wyandotte, Kansas City 8. Telephones: GRand 1-0134—(Emergency Night) DRexel 1-2791. PERSONNEL—Manager: C. H. Badger. Sales: C. P. Pearce, J. J. Gillis. AREA SERVED—Kansas, Missouri, Oklahoma, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 3212 Olive St., St. Louis 3. Telephones: JE 1-6350-51. PERSONNEL—Manager: H. H. Hoff. Salesman John Mattler. Shipper: C. Allen. AREA SERVED—Eastern Missouri, Southern Illinois, Western Kentucky.

*ST. LOUIS THEATRE SUPPLY COMPANY, 3310 Olive St., St. Louis 3. Telephones: Jefferson 7974-75—(Emergency Night and Holidays) WOodland 1-4781. PERSONNEL—President: G. Scott Collins. Office: Joyce Trestik. Repairs: Tony Parisi. AREA SERVED—Central and Southern Illinois, Kentucky, Eastern Missouri.

NEBRASKA

BALLANTYNE COMPANY, 1712 Jackson St., Omaha.
QUALITY THEATRE SUPPLY COMPANY, INC., 1515 Davenport Street, Omaha 2. Telephones: ATlantic 7253—Emergency Night) Terrace 1519. PERSONNEL—Owners: Carl and Lynn White. Manager: Carl White. Secretary: Hazel White. Salesman: Wilbur Grenville. Counter Man: Carl White, Jr. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

NEW JERSEY

*THEATRE SUPPLY CORPORATION, 267 Rhode Island Ave., E. Orange. Telephone: ORange 7-1023. PERSONNEL—General Manager: Louis Weiner.

NEW MEXICO

EASTERN NEW MEXICO THEATRE SUPPLY COMPANY, Box 1099, Clovis. Telephones: POrter 2-1371—(Emergency Night) POrter, 3-4538. PERSONNEL—Manager: C. F. Hardwick. AREA SERVED—Eastern New Mexico, Panhandle of Texas.

NEW YORK

ALBANY THEATRE SUPPLY COMPANY, 443 N. Pearl St., Albany 4. Telephones: HO 5-5055—(Emergency Night) 62-4306. PERSONNEL—Owners: John Bylancik, Jack McGrath. Salesmen: Ed McCaffery, John Bylancik, Ed Herrmann. Manager: Jack McGrath. Counter: A. Bonano. AREA SERVED—New York State, Vermont, Massachusetts.

NATIONAL THEATRE SUPPLY COMPANY, 962 Broadway, Albany 4. Telephones: HObart 5-5724—(Emergency Night) West Lebanon 3-6322. PERSONNEL—Manager: Ralph J. Mauro. Counter Clerk: David E. Porter. Secretary: Doris B. McGrath. AREA SERVED—Cental New Yok.

AUBURN THEATRE EQUIPMENT COMPANY, 11 North Street, Auburn. Telephone: 2-5141. PERSONNEL—Owner: Selio DePasquale. Sales Manager: Charles J. Vanderloo. Office Manager: N. Strecker. Salesmen: M. E. Dawson. Counter Man: John DePasquale. Products Sold: Everything For The Theatre.

NATIONAL THEATRE SUPPLY COMPANY, 500 Pearl St., Buffalo 2. Telephones: Washington 1736-7—(Emergency Night) Bedford 2881, Bedford 4516. PERSONNEL—Manager: G. R. Gorge. Office Manager: Bertha Kreink. Shipping Clerk: J. Cullen. AREA SERVED—Western New York State.

CAPITOL MOTION PICTURE SUPPLY COMPANY, 630 Ninth Ave., New York 36. Telephone: PLaza 7-4510. PERSONNEL—Ben Perse, Harry Perse. Sales Engineer: Peter Braut. Counter Men: Sam Ochs, Peter Braut. AREA SERVED—Southern New York State, Pennsylvania, New Jersey, Ohio.

CINEMATOGRAPH INTERNATIONAL, INC. (Export Division of Joe Hornstein, Inc.), 341 W. 44th St. New York 36. Telephone: Circle 6-6285 (Emergency Night) ESplanade 6-5698. SCarsdale 3-1623. PERSONNEL—President: George Hornstein. Sales Engineer: Jack Schaffer. Salesman: Julian Norwick. Service Engineers: H. Schwartz, Joe Kelly. AREA SERVED—Entire World.

CROWN MOTION PICTURE SUPPLIES CORPORATION, 354 W. 44th St., New York 18. PERSONNEL—Owner and President: Julius H. Katz. Salesman: Wallace J. Katz. AREA SERVED—New York, Northern New Jersey, Connecticut.

JOE HORNSTEIN, INC., 341 West 44th St., New York 36. Telephones: Circle 6-6285-86-87-88-89 (Emergency Night) SCarsdale 3-1623, ESplanade 6-5698, MAnhasset 7-6152. PERSONNEL—President: George Hornstein. Sales Engineer: Jack Schaffer. Salesmen: J. Norwick, C. Scott. Service Engineers: D. Corbett, H. Schwartz. AREA SERVED—Eastern States.

NATIONAL THEATRE SUPPLY COMPANY, 356 W. 44th St., New York 18. Telephone: Circle 5-6900. PERSONNEL—Manager: Allen G. Smith. Sales Manager: Bernard J. Kleid. Salesmen: H. E. Pear, S. Rindner. Shipping Clerk: A. Haines. AREA SERVED—Greater New York City, Southern New York, Northern New Jersey.

NORTH AMERICAN PHILIPS COMPANY, INC., Motion Picture Equipment Div., 100 East 42nd St., New York 17.

S.O.S. CINEMA SUPPLY CORPORATION, 602 W. 52nd St., New York 19. President: Joseph A. Tanney. Vice-Presidents: Oscar Lightstone, Dominick Capano. Treasurer: J. A. Tanney. Secretary: Harriet Marks. Assistant Secretary: Jackeline Tarrer. Production Manager: William Allen. Sales Promotion Manager: Jerome P. Schlesinger. Special Representative: Oliver E. Cain.

WESTREX CORPORATION, 111 Eighth Avenue, New York 11. Telephone CHelsea 3-2300.

NORTH CAROLINA

CHARLOTTE THEATRE SUPPLY, 227 S. Church St., Charlotte 1. Telephones: ED 3-9369, FR 6-1452—(Emergency Night) FR 5-6578. PERSONNEL—Manager: Frank M. Strange. Sales Representative: Charles Duncan.

DIXIE THEATRE SUPPLY COMPANY, 213 West Third St., Charlotte 1. Telephones: EDison 2-4343—(Emergency Night) EDison 3-3381. PERSONNEL—Owner: J. B. Erskine. AREA SERVED—North and South Carolina.

HARRIS THEATRE SALES, INC., 315 S. Church St., Charlotte 1. Telephones: FR 5-1349—(Emergency Night) KE 7-5209. PERSONNEL: President and Treasurer: W. F. Harris. Vice-President and Secretary: J. E. Harris. Director: V. E. Jordan. S. Carolina Salesman: Dean House. N. Carolina Salesman: W. F. Harris, Jr. AREA SERVED—North and South Carolina.

NATIONAL THEATRE SUPPLY COMPANY, 304 S. Church St., Charlotte 1. Telephones: ED 2-7753, ED 2-7754—(Emergency Night) EM 6-0020, EX 9-5949, JA 3-5891. PERSONNEL—Manager: R. D. Turnbull. Salesmen: A. R. Cosbrey, J. H. Dunphy, Mike Baldivid, J. K. Price. AREA SERVED—North and South Carolina.

*SOUTHEASTERN THEATRE EQUIPMENT COMPANY OF NORTH CAROLINA, 209 S. Poplar St., Charlotte 2. Telephones: 4-3093-94—(Emergency Night) 4-1804. PERSONNEL—President and General Manager: J. B. Dumestre, Jr. Manager: W. P. White. AREA SERVED—North and South Carolina.

STANDARD THEATRE SUPPLY COMPANY, 1624 W. Independence Blvd., Charlotte. Telephone: FRanklin 5-6008-09. PERSONNEL—Owner: Phil Wicker. Manager: Dean Phillips. Office Manager: Henry Phillips. Shipping and Receiving: Donald Dennis, Fred Massey, Mary Ellen Furr. AREA SERVED—North and South Carolina, Southern Virginia. (See separate listing for Greensboro store).

*THEATRICAL ENGINEERING COMPANY, Rt. 2 Sherbrooke Rd., Charlotte. Telephone: EMerson 6-3557. PERSONNEL—Edw. A. Rosenblatt. AREA SERVED—North and South Carolina.

*THEATRE EQUIPMENT COMPANY, 1220 E. Seventh St., Charlotte. Telephones: 5-8481-2-3. PERSONNEL—Manager: R. C. Saunders. Sound Engineer: Lewis Saunders.

WIL-KIN THEATRE SUPPLY, INC., 229 South Church St., Charlotte 2. Telephone: EDison 3-6101. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. Wilson. Branch Manager: J. C. Tipton. AREA SERVED—North Carolina, South Carolina.

STANDARD THEATRE SUPPLY COMPANY, 215 E. Washington St., Greensboro. Telephones: BR 2-6165, BR 2-6166 —(Emergency Night) BR 2-7281, BR 3-2128. PERSONNEL—Owner: Phil Wicker. Manager: Lawson Rankin. Salesmen: Lloyd Parson, Kermit Clark, Winnie Umphdette, Harvey Warren. AREA SERVED—North and South Carolina, Southern Virginia.

OHIO

JONES PROJECTOR COMPANY, 2727 6th Street, Cuyahoga Falls. Telephone WAlbridge 8-2480. PERSONNEL—President: Harry P. Jones. AREA SERVED—Northern Ohio, and Western Pennsylvania.

*MID-WEST THEATRE SUPPLY COMPANY, INC., 1638 Central Parkway, Cincinnati 10. Telephone: CHerry 1-7724. PERSONNEL—President: H. B. Snook, Vice President: T. M. Fisher. Installation Supervisor: E. N. Howe. AREA SERVED—Southern Ohio, Indiana, Kentucky, and West Virginia.

NATIONAL THEATRE SUPPLY COMPANY, 1638 Central Parkway, Cincinnati 10. Telephones: MAin 1-6580-81. PERSONNEL—Manager: James A. Conn, Salesmen: C. A. Allbright, F. Pat Conn. Shipper: R. Hunt. AREA SERVED—Southern Ohio, West Virginia, Kentucky.

NATIONAL THEATRE SUPPLY COMPANY, 2128 Payne Ave., Cleveland 14. Telephones: PRospect 1-4613-4—(Emergency Night) EDison 1-8593. PERSONNEL—Manager: M. H. Fritchle. Assistant Manager: M. H. Mutchler. Salesman: Nick Lubich. Shipper: W. Van Dyke. AREA SERVED—Northern Ohio.

OHIO THEATRE SUPPLY COMPANY, 2108 Payne Ave., Cleveland 14. Telephones: PRospect 1-6545-46—(Emergency Night) EVergreen 1-0376. PERSONNEL—Arnold Weiss, Nick Lubich. AREA SERVED—Cleveland Exchange Territory.

*DAYTON THEATRE SUPPLY COMPANY, 4679 Richwood Drive, Dayton 39. Telephone: Oxmore 0294. PERSONNEL—Owner and Manager: Charlie D. Wall. AREA SERVED—Southern Ohio, Northern Kentucky.

TOLEDO THEATRE SUPPLY COMPANY, 3916 Secor Road, Toledo 13. Telephones: GReenwood 4-2408—(Emergency Night) GReenwood 4-6995. PERSONNEL—General Manager: Brad H. Brockway. AREA SERVED: Cleveland Territory, Southeastern Michigan, Northeastern Indiana.

THEATRE EQUIPMENT COMPANY, 1206 Cherry St., Toledo 4. Telephones: CHerry 3-8106. PERSONNEL—Orville C. Wells, Harry M. Sherdian, Julia Sturdavant, Howie Forbs. AREA SERVED—Ohio, Indiana, Michigan.

OKLAHOMA

NATIONAL THEATRE SUPPLY COMPANY, 700 W. Grand Ave., Oklahoma City 2. Telephones: CE 2-0203—(Emergency Night) JA 8-2476, V 2-2466, JA 4-6048. PERSONNEL—Manager: Howard Nelson. Salesman: W. W. Miller. Office Manager: W. W. Miller. AREA SERVED—Oklahoma and Panhandle of Texas.

OKLAHOMA THEATRE SUPPLY COMPANY, 623 W. Grand Ave., Oklahoma City 2. Telephones: REgent 6-8691—(Emergency Night) JA 8-2471. PERSONNEL—Owners: J. Eldon Peek and Maxine Peek. Counter Man: Gordon Wortham. AREA SERVED—Oklahoma, Panhandle of Texas, West Arkansas.

OREGON

MOTION PICTURE ACCESSORIES COMPANY, Box 240, Dayton. Telephone: 6X13. PERSONNEL—Owner: James B. Dabney, Jr. AREA SERVED—Western and Coast States.

S. F. BURNS & COMPANY, INC., 915 N. W. 19th St., Portland. Telephone. CApitol 2-6437. PERSONNEL—Manager: La Vere Bell. AREA SERVED—Oregon, Washington, Idaho, Montana, Alaska.

B. F. SHEARER COMPANY, 1947 N. W. Kearney St., Portland 9. Telephones: CApitol 8-7543—(Emergency Night) BEImont 4-1406. PERSONNEL—Branch Manager: B. F. Shearer, Jr.. Counter Man: Dan Stitt. AREA SERVED—Oregon, Southern Idaho, Southern Washington.

PENNSYLVANIA

BLUMBERG BROTHERS, INC., 1305-07 Vine St., Philadelphia 7. Telephones: LOmbard 3-7240-41—(Emergency Night) MOhawk 4-4920 or 4-5368. PERSONNEL—President: Harry Blumberg. Secretary and Treasurer: Ben Blumberg. Service Men: Joe Haggerty (Night—GReenwood 3-9207), Leon Miller (Night—TRinity 7-1898), Irv Goldeberg (Night—MOhawk 4-5478). AREA SERVED—Pennsylvania, Delaware, New Jersey.

NATIONAL THEATRE SUPPLY COMPANY, 1310 Vine St., Philadelphia 7. Telephones: LOcust 7-6156-7—(Emergency Night) GReenwood 3-7678. PERSONNEL—Manager: William J. Hutchins. Salesmen: Mickey Lewis, Bud Miller. Shop Mechanic: Ed Humphry. AREA SERVED—Eastern Pennsylvania, Delaware, Southern New Jersey.

SUPERIOR THEATRE EQUIPMENT COMPANY, 311 N. 13th St., Philadelphia 7. Telephone: LOcust 3-1420. PERSONNEL—President: Jack H. Greenberg. Product Sold: Lorraine Orlux Carbons. AREA SERVED—Eastern Pennsylvania, Southern New Jersey, Delaware.

ATLAS THEATRE SUPPLY COMPANY, 402 Miltenberger St., Pittsburgh 19. Telephones: GRant 1-4281—(Emergency Night) PE. 1-6330. PERSONNEL—President and Manager: Gordon O. Gibson. Salesman: James M. Gibson. AREA SERVED—Pittsburgh Film Territory.

NATIONAL THEATRE SUPPLY COMPANY, 84 Van Braam St., Pittsburgh 19. Telephone: GRant 1-4630. PERSONNEL—Manager: T. F. McCleary. Assistant Manager: H. W. Russell. Salesmen: H. D. Putnam, C. R. Thomas. Office Manager: R. Eardley. Machinist: C. Rogal. AREA SERVED—Western Pennsylvania, Northern West Virginia.

RHODE ISLAND

RHODE ISLAND THEATRE SUPPLY COMPANY, 357 Westminster St., Providence. Telephone: MAnning 1-9052. PERSONNEL—Manager: H. F. Slater.

SOUTH CAROLINA

*TRIO AMUSEMENT COMPANY, 229 North Main St., Box 394, Greenville. Telephone: 2-7111—(Emergency Night) 3-2193. PERSONNEL—Owner and Manager: Ed C. Curdts. General Manager: Fred S. Curdts.

SOUTH DAKOTA

AMERICAN THEATRE SUPPLY, 316 S. Main Ave., Sioux Falls. Telephones: ED 4-8661, ED 2-4188. PERSONNEL—Owner and Manager: E. Robbins. AREA SERVED—South Dakota, Southwestern Minnesota, Northwestern Iowa.

TENNESSEE

NATIONAL THEATRE SUPPLY COMPANY, 412-414 S. Second St., Memphis 2, Telephones: JAckson 5-6616-17-18—(Emergency Night) FAirfax 7-3975, GLendale 2-9731, BRoadway 6-3066, FAirfax 7-2389. PERSONNEL—Vice President: R. L. Bostick. Branch Manager: C. C. Bach. Salesman: C. E. Matthews. Service Engineers and Salesmen: O. D. Bland, G. C. Hale. Counter Salesman: J. R. Ferraris. AREA SERVED—Western Tennessee, Arkansas, Northern Mississippi, Southeastern Missouri.

*THEATRE AND EXHIBITORS SUPPLY COMPANY, 361 S. Second St., Memphis. Telephones: 5-8214—(Emergency Night) 34-1291. PERSONNEL—Kenneth E. Forster. AREA SERVED—Memphis Exchange Area.

*TRI-STATE THEATRE SUPPLY COMPANY, 320 S. Second St., Memphis 3. Telephones: JA 5-8249—(Emergency Night) EX 7-4186. PERSONNEL—Owner: Mrs. G. L. Mitchell. AREA SERVED—Arkansas, Northern Mississippi, Western Tennessee.

TEXAS

HARDIN THEATRE SUPPLY COMPANY, 714 S. Hampton Road, Dallas 8. Telephones: Whitehall 6-2235, 6-2232 (24 Hour Service.) PERSONNEL—Owner: J. H. Hardin. Manager: Joe Joseph. Salesmen: R. W. Pinkston, Joe Joseph. AREA SERVED: Texas, New Mexico, Oklahoma, Louisiana, Arkansas, Colorado, Arizona.

HERBER THEATRE EQUIPMENT COMPANY, 408 S. Harwood St., Dallas 1. Telephone: RI 7-6568. PERSONNEL—Owner: E. P. Herber. Salesman: Ed Euler. Shop Foreman: J. M. Wilson. AREA SERVED—Texas, Louisiana, Oklahoma, New Mexico, and part of Mexico.

MODERN SALES & SERVICE, INC., 2200 Young Street, Dallas 1. Telephone: RI 7-3191. PERSONNEL—President: J. H. Elder. Vice-Presidents: C. C. Hoover and Charles McKinney. Sound Service Department Manager: J. C. Skinner AREA SERVED—Texas.

NATIONAL THEATRE SUPPLY COMPANY, 300 S. Harwood St., Dallas 1. Telephones: RIverside 8-2135-36. PERSONNEL—Manager: J. I. Watkins. Assistant Manager: E. H. Cernosek. Salesmen: H. A. Moore, Frederic Anderson, Sam. M. Berry. Office Manager: E. H. Cernosek. Counter Clerk: V. P. Lysek. Service Man: L. H. Walters. AREA SERVED—Texas.

EL PASO THEATRE EQUIPMENT COMPANY, 2804 Catnip Drive (P.O. Box 940), El Paso. Telephone: Lynwood 8-0884. (Day and Night). PERSONNEL—Owner: M. Joe Birdwell. Secretary: Rosalind Birdwell. Products Sold: All makes new and used theatre and concession equipment. AREA SERVED—West Texas, New Mexico, Arizona, Mexico.

SOUTHWESTERN THEATRE EQUIPMENT COMPANY, 1618 Austin Street, Houston 3. Telephone: CApitol 2-9906. PERSONNEL—President: Al Mortensen. Store Manager: Tom S. Vincent. AREA SERVED—Texas.

INDEPENDENT THEATRE SUPPLY, 2750 E. Houston, San Antonio 2. Telephone: Capitol 6-3508 (Day or Night)—PERSONNEL—Owner and Manager: R. A. Barron. Secretary: Mrs. R. A. Barron. AREA SERVED—Texas.

UTAH

INTER-MOUNTAIN THEATRE SUPPLY COMPANY, 264 E. First South St., Salt Lake City 1. Telephone: EMpire 4-7821. PERSONNEL—Manager: P. S. Gun. Salesman: L. Gerger. Products Sold: Motiograph and Ashcraft equipment, Leedhom Carpets.

WESTERN SOUND AND EQUIPMENT COMPANY, 264 East First South St., Salt Lake City 1. Telephone: EMpire 3-9974. PERSONNEL—Manager: Ned Fuller. Salesman: L. Gerber. Products Sold: Century, RCA, and Strong equipment. Mohawk Carpets, Dynalite.

VIRGINIA

NORFOLK PHOTO AND MOVIE SUPPLY COMPANY, 4101 Hampton Blvd., Norfolk 8. Telephones: 5-3818 (Emergency Night) 5-1744, 3-5337. PERSONNEL—Owner: Morris Ornoff.

PERDUE CINEMA SERVICE, 220 Eugene Drive, P.O. Box 671, Roanoke. Telephone: DI 3-9940. PERSONNEL—Manager: Roscoe E. Perdue. Salesman: Nat Tanner. AREA SERVED—Western Virginia.

WASHINGTON

AMERICAN THEATRE SUPPLY COMPANY, INC., 2300 First Ave., Seattle 1. Telephones: MA 4-4572, LA 2-6662. PERSONNEL—President: R. E. W. Fairleigh. Treasurer: A. L. Hansen Sales Manager: Richard Fairleigh. AREA SERVED—Pacific Northwest and California.

S. F. BURNS & COMPANY, INC., 2319 2nd Ave., Seattle 1. Telephones: MAin 4-2515—(Emergency Night) ATwater 3-1007, LAkeview 2-7823. PERSONNEL—Manager: S. F. Burns. Salesman: Lee W. Scott. AREA SERVED—Washington, Oregon, Montana, Idaho, Alaska.

NATIONAL THEATRE SUPPLY COMPANY, 2330 Second Ave., Seattle 1. Telephones: MAin 2-3422—(Emergency Night) Lakeview 2-5956. PERSONNEL—Manager. W. C. Stahl. AREA SERVED—Washington, Oregon, Montana, Idaho, Alaska.

B. F. SHEARER COMPANY, 2318 Second Ave., Seattle 1. Telephones: MAin 3-8247—(Emergency Night) EMerson 4-2233, EMerson 2-3684. PERSONNEL—Executive Vice-President and Manager: T. L. Shearer. Sales Manager: C. H. Beresford. AREA SERVED—Montana, Washington, Panhandle of Idaho, Alaska.

WEST VIRGINIA

CHARLESTON THEATRE SUPPLY COMPANY, 506 Lee St., Charleston 21. Telephones: DI 44-413 (Emergency Night) 21-045. PERSONNEL—Owner and Manager: N. E. Merhie. Salesmen: Harold Moore, Ned Skaff. AREA SERVED—Southern W. Va., Ohio border, Kentucky, and Virginia.

LOVETT AND COMPANY, Box 1127, Clarksburg. Offices: U. S. 19, Weston. Telephones: Weston 1670—(Emergency Night) Clarkesburg MA 2-7822. PERSONNEL—General Manager: D. E. Lovett. Sales Representative: Gray Barker. Office Manager: Virginia Howell. AREA SERVED—West Virginia, Virginia, Maryland, Pennsylvania.

THEATRE SERVICE AND SUPPLY COMPANY, Box 1389, Huntington. Telephones: JA 2-4043, JA 5-5477, JA 3-6971. PERSONNEL—Manager: S. T. Gallimore. Treasurer: P. J. Sheets.

WISCONSIN

VIC MANHARDT COMPANY, INC., 3131 W. Lisbon Ave., Milwaukee 8. Telephones: DIvision 2-8344-45—(Emergency Night) Bluemond 8-4935, Hilltop 5-0415. PERSONNEL—President: Victor R. Manhardt. Salesman: Elmer J. Engel. AREA SERVED—Milwaukee Film Territory, Northern Wisconsin, Upper Michigan.

NATIONAL THEATRE SUPPLY COMPANY, 1027 N. Eighth St., Milwaukee 3. Telephones: BRoadway 1-7333—(Emergency Night) Hilltop 5-7479, DIvision 2-8184, LIncoln 3-2405. PERSONNEL—Manager: A. J. Larsen. Office Manager: M. Anacker. Serviceman: F. J. Wagner AREA SERVED—Milwaukee Exchange Territory, Upper Michigan.

THE RAY SMITH COMPANY, 710 W. State St., Milwaukee 3. Telephones: BRoadway 1-2100—(Emergency Night) BRoadway 6-0579. PERSONNEL—Owner: Ray A. Smith. Service Man: Alex Zsebe. AREA SERVED—Wisconsin, Northern Michigan.

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GENERAL SOUND & THEATRE EQUIPMENT, LTD., 294 84th Ave., Edmonton. Telephone: HO 9-1588. PERSONNEL: Sales Representative: D. M. Netterfield. Service Inspector: C. L. Johnson.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 731 10th Ave., S.W., Calgary. Telephone: AMherst 2-9947. PERSONNEL: Sales Representative: J. L. Adams.

SHARP'S THEATRE SUPPLIES, LTD., 104 4th St. S. W., Calgary. Telephones: AM 2-4076, AM 2-7266. (Emergency Night) CH 3-0757, AV 9-7578. PERSONNEL—Manager: W. G. Sharp. Service Engineer: A. E. Sick. Salesman: D N. Rhodes. Products Sold: Complete theatre supplies, including Motiograph, Strong, National Carbon lines. AREA SERVED—Alberta, Saskatchewan, Eastern British Columbia.

*M. L. ADAMSON, 9921 - 113th St. Edmonton.

J. M. RICE & CO., LTD., 10029 Jasper Ave., Edmonton Telephones: GA 2-8502—(Emergency Night) GL 5-7390. PERSONNEL—District Manager: Charles Carphin. AREA SERVED—Alberta and Western Saskatchewan.

BRITISH COLUMBIA

*DOMINION THEATRE EQUIPMENT CO., LTD., 847 Davie St., Vancouver. Telephone: MU 5-6634.—(Emergency Night) Cherry 3211. PERSONNEL—President: D. V. K. Fairleigh. Sales: R. E. Fairleigh. AREA SERVED—Western Canada, Yukon Territory.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 970 Davie St., Vancouver 1. Telephones: MUtual 2-1681-2-3. PERSONNEL: District Manager: A. A. Richardson. Service Inspectors: Ray Townsend. New Sales: R. C. Henwood, R. H. Williams. AREA SERVED—British Columbia, Yukon Territory.

LA SALLE RECREATIONS, LTD. (Theatre Chair Carpet & Linoleum Div.), 945 Granville St., Vancouver. Telephones: MU 5-5034, MU 5-5428—(Emergency Night) RE 3-3929, PERSONNEL—President and Managing Director: S. A. Lechtzier. Vice-President: M. R. Lechtzer. AREA SERVED—Entire Dominion of Canada.

THEATRE EQUIPMENT SUPPLY CO. New Film Exchange Bldg., 2182 W. 12th Ave., Vancouver. Telephones: REgent 8-2421. (Emergency Night) AMherst 6-5118. PERSONNEL—Owner: H. I. Howard. Counter Man: E. R. Petch. AREA SERVED—British Columbia, Alberta, Yukon.

EDITOR'S NOTE

Every effort has been made by the staff of THEATRE CATALOG to make the following listings of foreign supply dealers as accurate and up-to-date as possible. However, it has not been possible to achieve a high degree of uniformity in the entries.

With the assistance of the international manufacturers and distributors, we have been able to secure exceptionally detailed information about their outlets. Other dealer listings which have not been verified specifically for this Edition are indicated by an asterisk (*).

MANITOBA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 271 Edmonton St., Winnipeg. Telephone: TUrner 2-5795. PERSONNEL—District Manager: R. W. Mann. Sales: W. M. Tulloch. Service Inspectors: H. B. Grimes, J. J. Zogal. AREA SERVED—Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead district.

*J. M. RICE & CO., LTD., 710 Broadway Ave., Winnipeg 10. Telephones: SPruce 5-8219—(Emergency Night VE 2-2492. PERSONNEL—President: J. M. Rice. General Manager: J. L. Rice. Sound Engineer: H. E. Kinnear. Salesman: W. Leckie. AREA SERVED—Manitoba, Eastern Saskatchcewan, Western Ontario

NEW BRUNSWICK

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 86 Charlotte St., Saint John. Telephone: OXford 3-2819. PERSONNEL—Branch Manager: C. L. Johnston. Service Inspector: F. W. Burdon.

NOVA SCOTIA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 117 Hwoe Ave., Halifax. Telephone: 5-5110. PERSONNEL—District Manager: J. McEwan. Sales & Service Inspector: W. Orr, C. J. Gilbert.

ONTARIO

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 861 Bay St., Toronto 5. Telephone: WAlnut 5-3871. PERSONNEL—President: Lloyd C. Pearson. Vice-President: Andrew G. Rouse. Chief Engineer: Allison D. Turnbill. Assistant to Chief Engineer: E. J. Blaney. Merchandise Manager: Walter Raps. Supervisor Sound Department: W. K. Reason. Supervisor Projection Department: T. C. Hoad. Manager Sales and Service: W. Walterhouse. Sales and Service Inspectors: Eric A. Grant, Byron; Norman Smith, Hamilton; and Andrew Bridger, Timmons. AREA SERVED—Ontario, West of Ottawa Valley.

STRAND ELECTRIC & ENGINEERING COMPANY, LTD., 755 Yonge St., Toronto. Telephone: WAlnut 5-5106-9. Products Sold. Lighting Equipment and Dimmer Control Systems.

QUEBEC

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 160 Bates Road, Mount Royal, Montreal. Telephones: REgent 9-6381-5461. PERSONNEL—District Manager: P. L. Keppie. Sales: L. A. Haizelden, S. E. Czobor, R. Bousauet. C. Goudreault. Service Inspectors: J. Lajevnie, P. Gaillard. J. G. Cote. AREA SERVED—Provinces of Quebec and Ontario West to Ottowa Valley.

THE ROBERT SIMPSON COMPANY, LTD., Contract Division, 45 Richmond Street West, Toronto 1. PERSONNEL—General Manager, All Branches: L. E. Wicklum. Western Branches: R. H. Dickson. Salesmen: E. W. Bryant, Toronto; S. S. Murphy, Halifax; M. Girard, Montreal; J. C. G. Hood, Winnipeg: D. Patrick, Regina; H. Krahn, Saskatoon; R. A. Harris, Edmonton; R. H. Dickson, Vancouver. AREA SERVED—Dominion of Canada.

RCA VICTOR COMPANY, LTD., 1001 Lenior Street, Montreal 30. Telephone: WEllington 3-7551. PERSONNEL—Vice-President and General Manager: J. D. Houlding. President: P. J. Casella. Vice President, Consumer Products: R. M. Macrae. General Manager, Technical Products: J. Sutherland. Products Sold: 16mm movie projectors, sound equipment. AREA SERVED: Branch offices in Halifax, Quebec, Montreal (Royalmount), .Ottawa, Toronto, Winnipeg, Calgary, Edmonton, Vancouver. Distributors: A. A. Murphy & Sons, Saskatoon, Sask., W. Ouellet et Fils, Rimouski, Quebec.

SASKATCHEWAN

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 1553 Albert St., Regina. Telephone: JOrdan 9-5454. PERSONNEL— Sales Representative: Lou Sass. Service Inspector: L. G. Kiefer.

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A. BESSE AND COMPANY (ADEN), LTD., Aden. Products Sold: Philips Projection and Sound Equipment.

AFGHANISTAN

NETHERLANDS AFGANISTAN FOUNDATION, Shar-i-Now, Kabul. Products Sold: Philips Projection and Sound Equipment.

ALGERIA

S. A. PHILIPS NORD-AFRICAINE, Immeuble Mauretania, Carrefour de l'Agha, Algiers. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, 47 Rue Michelet, Algiers. PERSONNEL—Manager: A. C. Lenoel. Products Sold: Westrex Corporation line. AREA SERVED—Algeria, Tunisia, and Morocco.

WESTREX COMPANY, FRANCE-BELGIUM, Impasse Thierry, Oran. Products Sold: Westrex Corporation line.

ARABIA

GHARABALLY LTD. (Elect. Division) P.O. Box 136, Kuwait. Telephone: 242/3. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

SALEH JAMEL AND COMPANY, LTD., Kuwait. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

ARGENTINA

CONSELEC S.A.I.C.I.Y., F. Hipolito Yrigoyen, 676, Buenos Aires. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

PHILIPS ARGENTINA, S.A., Cailla de Correo 3479, Buenos Aires. Products Sold: Philips Projection and Sound Equipment.

RCA VICTOR ARGENTINA, P. O. Box 4400, Bme. Mitre 1961, Buenos Aires. Products Sold: Theatre and Sound Equipment, Sound Recording Equipment, Theatre Television.

SOCIEDAD ARGENTINA DE IMPORTACION E.M. ETCHEGOIN, Maipu 639-641, Buenos Aires. Products Sold: Gaumont-Kalee line.

WESTREX COMPANY, ARGENTINA, Rodriquez Pena 370, Buenos Aires. PERSONNEL—Manager: R. J. Hortis. Products Sold: Westrex Corporation line. AREA SERVED—Argentina, Paraguay, Uruguay.

AUSTRALIA

WESTREX AUSTRALIA PTY., LTD., Head Office of Area: Broughton House, 181 Clarence St., Sydney, New South Wales. PERSONNEL—Manager: W. E. Kollmyer. Products Sold: Westrex Corporation line. AREA SERVED—Australia.

WESTREX AUSTRALIA PTY., LTD., 62 Rundle St., Adelaide, South Australia. Products Sold: Westrex Corporation line. AREA SERVED—State of South Australia.

WESTREX AUSTRALIA PTY., LTD., 70A Stanley St., S. Brisbane, Queensland. Products Sold: Westrex Corporation line. AREA SERVED—State of Queensland.

WESTREX AUSTRALIA PTY., LTD., 38 Elizabeth St., Hobart, Tasmania. Products Sold: Westrex Corporation line. AREA SERVED—Tasmania.

WESTREX AUSTRALIA PTY., LTD., 358 Lonsdale St., Melbourne, Victoria. Products Sold: Westrex Corporation line. AREA SERVED—State of Victoria.

GAUMONT-KALEE THEATRE SUPPLIES, 178-A Flinders St., Melbourne C.I., Victoria. Telephones: MF 2935, MF 2087. PERSONNEL—Manager: M. E. Lightfoot. Products Sold: Gaumont-Kalee, Roycophone. AREA SERVED—Victoria.

WESTREX AUSTRALIA PTY., LTD., 24 Hunter St., Newcastle, New South Wales. Products Sold: Westrex Corporation line. AREA SERVED—State of New South Wales.

CONSOLIDATED THEATRES PTY., LTD., W.A.T.C. Building, 1 Howard St., Perth, Western Australia. Telephone: BF 2222-2322. PERSONNEL—Managing Director: R. A. Yelland. Secretary: I. E. Furby. Products Sold: Theatre Seats, Equipment.

WESTREX AUSTRALIA PTY., LTD., 447 Murray St., Perth, West Australia. Products Sold: Westrex Corporation line. AREA SERVED—State of West Australia.

PHILIPS ELECTRICAL INDUSTRIES PTY., LTD., Head Office: 69-73 Clarence St., Sydney. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Australia.

NATIONAL THEATRE SUPPLY COMPANY OF AUSTRALASIA, PTY., LTD., Film House, 251A Pitt St., Sydney, New South Wales. Cable Address: Vitavox—Sydney. Telephone: BO663. PERSONNEL—General Manager: A. L. Graham. General Sales Manager: R. C. Smith. Products Sold: Gaumont-Kalee. AREA SERVED—Australia, Tasmania.

RAYMAC SUPPLIES PTY., LTD., 230 and 270 Elizabeth St., P. O. Box 3787, G. P. O. Sydney, New South Wales. PERSONNEL—Managing Director: R. E. McIntosh Products Sold: Raymac Theatre and Sound Equipment, sole Australian agent for Lorraine Carbons, sole Australian agent for "Ideal" German Screens. AREA SERVED—Australia, Pacific Isles, Malaya, Ceylon.

RCA of AUSTRALIA, PTY., LTD., 221 Elizabeth St., Sydney, New South Wales. Products Sold: Theatre and Sound Equipment.

STRAND ELECTRIC AND ENGINEERING COMPANY, LTD., 481 Malvern Road, Melbourne, S.E.1., Victoria. Products Sold: Lighting Equipment and Dimmer Control Systems. AREA SERVED—Australia.

AUSTRIA

LUDWIG PANI, Kandlgasse 23, Vienna VII/63. Telephone: B36.2.34. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

PHILIPS, G.M.B.H., Schwarzenbergplatz 2, Vienna 1. Products Sold: Philips Projection and Sound Equipment.

E. SCHRACK ELEKTRIZITATS A. A., Pottendorferstrasse 25-27, Vienna XII/87. Products Sold: RCA Cinema Equipment, 35 mm.

BELGIAN CONGO

PHILIPS CONGO, S.C.R.L., Leopoldville. Products Sold: Philips Projection and Sound Equipment.

BELGIUM

ADRIEN DE BACKER S.A., 54-56 Rue Fernand Severin, Bruxelles. Telephone: 16.20.00. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems. AREA SERVED—Belgium, Belgian Congo, and Luxembourg.

BRITISH EQUIPMENT, S. A., 199 Rue Royale, Brussels. Telephones: 17.78.16, 17.39.17. PERSONNEL—Managing Director: Capt. R. H. Eliot, M.C. Technical Department: Pierre Koob. General Sales: Michael Cledes. 35mm. Sales: Maurice De Cuyper. Products Sold: Gaumont-Kalee, Bell and Howell, Ship Cinema Carbons. AREA SERVED—Belgium, Belgian Congo, Luxembourg.

BROCKLISS SIMPLEX, S.A., 211 Rue Royale, Brussels. Products Sold: National Theatre Supply Company line. AREA SERVED—Belgium, Luxembourg.

FIBROCIT, 26 Rue Masui, Brussels. Products Sold: Theatre Seats.

PHILIPS, S.A., 37-39 Rue d'Anderlecht, Brussels. Products Sold: Philips Projection and Sound Equipment.

SOCIETE ANONYME INTERNATIONALE DE TELEGRAPHIE SANS FIL, 25 Boulevard du Regent, Brussels. Product Sold: RCA Cinema Equipment, 16mm and 35mm. AREA SERVED—Belgium, Belgian Congo.

SOCIETE BELGE INDUSTRIELLE, S.A., 14 Square Marie-Louise, Brussels. Products Sold. RCA Theatre and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, Place des Martyrs 16, Brussels. PERSONNEL—Manager: G. F. Van Weyenbergh. Products Sold: Westrex Corporation line. AREA SERVED—Belgium and Luxembourg.

BERMUDA

BERMUDA ELECTRIC LIGHT COMPANY, LTD., Reir St., Hamilton. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

BERMUDA GENERAL THEATRES, LTD., Hurstholme, Hamilton. Products Sold: National Theatre Supply Company line.

BURNABY, LTD., Victoria Street, Hamilton. Products Sold: RCA Cinema Equipment, 16mm and 35 mm.

BOLIVIA

COMMERCIO INDUSTRIAL BOLIVIANA, S.A. Casilla de Correo 1867, 2670, La Paz. Products Sold: Gaumont-Kalee line.

'INCATUR' S.A., Casilla Correo, 460, La Paz. Products Sold: Strand Company—Lighting Equipment and Dimmer Controls Systems.

PALACIOS Y CIA., S.A., Head Office: Casilla de correo 648, La Paz. Branches at: Oruro, Cochabamba, Potosi, Sucre, Tarija, Santa Cruz. Products Sold: National Theatre Supply Company line.

PHILIPS SUDAMERICANA, S.A., Cajon Postal 2964, Boliva. Products Sold: Philips Projection and Sound Equipment.

S. A. C. I., Suers. de Simon F. Bedoya, Casilla 346, La Paz. Products Sold: RCA Theatre and Sound Equipment.

BRASIL

CINE-TELEVISAO, S.A., Rua Dr. Flores 197, Porto Alegre. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

INDUSTRIA NACIONAL DE LUBRIFICANTES, 'INAL' S/A. Rua Barao De Paranapiacaba 40, 9° Andar, Sao Paulo. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

TECNICO COMERCIAL GATIO, LTDA., Rua Concordia 668, Recife. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

COMPANHIA BLACK (Main Office), Rua Conselheiro Nebias 263-2°, P.O. Box 4045. Telephones: 34-8771, 32-0196. Telegrams: "Gaumont." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

COMPANHIA BLACK, Import-Export, Rua Mexico 11/202, Rio de Janeiro, P.O. Box 5124. Telephones 52-1672, 52-1473. Telegrams: "Rioblack." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

R. EKERMAN, IMPORTACAO E COMERCIO MUNRAU, SA, Rua Senador Dantas 76-15°, Rio de Janeiro. Products Sold: National Theatre Supply Company line.

RCA VICTOR RADIO, S.A., Caixa Postal 2726, Rio de Janeiro. PERSONNEL—Theatre Dept. Mgr.: J. Wasser. Products Sold: Theatre and Sound Equipment. Branches: S. Paulo, Recife, Porto Alegre, Belo Horizonte.

WESTREX COMPANY, BRAZIL, Rua Juan Pablo, Duarte 38, Rio de Janeiro. PERSONNEL—Manager: Jay Cuevas. Products Sold: Westrex Corporation line. AREA SERVED—Brazil.

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S. A. PHILIPS DO BRAZIL, Caixa Postal 8681, Sao Paulo. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY,, BRAZIL, Rua dos Guaianazes #153, Sao Paulo. Products Sold: Westrex Corporation line. AREA SERVED—Sao Paulo District.

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TWENTSCHE OVERSEAS TRADING COMPANY, LTD., Nairobi, Tanga, Mombasa, Kampala, Dar-es-Salaam, Zanzibar. Products Sold: Philips Projection and Sound Equipment.

BRITISH GUIANA

BOOKERS STORES LTD., Bookers Garage, (Radio Department), 13-15 Water Street, Georgetown (Demerara). Products Sold: Philips Projection and Sound Equipment.

MANDEL I. JARDIN, 118 Cowan St., Georgetown. Products Sold: Westrex Corporation line.

WIETING AND RICHTER, LTD., Mundy Street, 40, Georgetown (Demerara). Products Sold: Gaumont-Kalee line.

BRITISH HONDURAS

MACMILLAN BROTHERS, Belize. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Colony of British Honduras.

BRITISH NEW GUINEA

ROBERT GILLESPIE (N. G.), LTD., Rabaul. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Territory of New Guinea.

BURMA

CINE SUPPLY COMPANY, 264 Barr St., Rangoon. Telephone: South 546. PERSONNEL—Managing Partner: Vijay Kumar. Products Sold: RCA Theatre and Sound Equipment. Ross Projectors, Premier accessories. COUNTRY SERVED—Union of Burma.

G. K. THEATRE SUPPLY COMPANY, LTD., 123 Sule Pagoda, Rangoon. Telephone: S-653. Products Sold: Gaumont-Kalee, Typhoon Air Conditioning Units, Bell and Howell. AREA SERVED—Union of Burma.

TRADING COMPANY LATE HEGT AND COMPANY, LTD., 36, Barr St., P.O. Box 200, Rangoon. Products Sold: Philips Projection and Sound Equipment.

Y. M. JEE WA & COMPANY, 261 Mogul St., Rangoon. Telephone: MYona 86. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

CEYLON

CEYLON SERVICE AND SUPPLIES COMPANY, LTD., P. O. Box 89, Colombo. Products Sold: RCA Cinema Equipment, 16mm.

CEYLON THEATRES, LTD., 8 Parsons Road, Colombo.

PERSONNEL—Chairman: Sir Chittampalam A. Gardiner. Products Sold: Gaumont-Kalee, Bell and Howell, Kershaws.

UNITED ELECTRICALS LTD., P.O. Box 681, Yahala Building, Staples St., Colombo. Telephone: 5496. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

WESTREX COMPANY, INDIA, Iceland Buildings, Galle Road, Colombo 3. PERSONNEL—Depot Manager: R. H. L. Karunaratne. Products Sold: Westrex Corporation line. AREA SERVED—Ceylon.

CHILE

CORPORACION DE RADIO DE CHILE, S.A., Casilla 1407, Santiago. Products Sold: RCA Theatre and Sound Equipment.

MR. JORGE MAX VILA, Casilla 9820, Santiago. Products Sold: National Theatre Supply Company line. AREA SERVED—Chile.

PHILIPS CHILENA, S.A., Casilla 2687, Santiago. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, ANDEAN, Edificio Sud America, Bandera Esquina Augustinas, Santiago. PERSONNEL—Manager: F. C. Hayes. Products Sold: Westrex Corporation line. AREA SERVED—Chile.

CHINA (FORMOSA)

FAR EASTERN COMPANY, No. 6 Nanyang Street, Taipei, Taiwan. PERSONNEL—Manager: S. L. Woe. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

CHARLES S. JOE, International House, Section 3, Hsin Yee Road, Taipei. Products Sold: Westrex Corporation line. AREA SERVED—Formosa.

COLOMBIA

CINE COLOMBIA, S.A., Medellin. Products Sold: Gaumont-Kalee line.

J. GLOTTMANN, S.A., Carrera 13 #24-15, Bogota. PERSONNEL—President: Jack Glottmann. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment.

PHILIPS COLOMBIANA, S.A., Apartado, Aereo 4282, Bogota. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, CARIBBEAN, Carrera 5A, No. 19-40, Bogota. PERSONNEL—Manager: D. L. Smith. Products Sold: Westrex Corporation line. AREA SERVED—Columbia.

WIGHTMAN & COMPANY, LTDA., Apartado Aereo 808, Mendellin. Telephone: 115-50. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

COSTA RICA

IMPORTADORA FILMICA COMERCIAL, LTDA., Apartado Correo 939, San Jose. PERSONNEL—Owner and Managing Director: Carlos Fc. Jinesta. Owner and Manager: Charles G. Bertsch. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Costa Rica.

PAN AMERICAN TRADING COMPANY, LTD., Apartado 2018. San Jose. PERSONNEL—Owner and Manager: Francisco Pena. Products Sold: National Theatre Supply Company line. AREA SERVED—Nicaragua, Guatemala, Costa Rica.

PHILIPS DE COSTA RICA, LTD., P. O. Box 4325, San Jose. Products Sold: Philips Projection and Sound Equipment.

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*DOMINGO VARGAS A., P. O. Box 3675, San Jose. Products Sold: Projection and Sound Equipment. AREA SERVED—Costa Rica.

CUBA

(See WEST INDIES)

CYPRUS

CYPRUS COMMERCIAL COMPANY, P. O. Box 208, Nicosia. Products Sold: Westrex Corporation line. AREA SERVED—Cyprus.

D. OUZOUNIAN, M. SOULTANIAN AND COMPANY, LTD., P. O. Box 775, Nicosia. Products Sold: Philips Projection and Sound Equipment.

A. Y. TILBIAN & SONS (Fotokine, Ltd.), P. O. Box 266, Nicosia. Products Sold: Gaumont-Kalee line.

DENMARK

BANG & OLUFSON, A.S., Bredgade 34, Copenhagen. Telephone: BN 9320. Products Sold: Philips Projection Equipment.

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WESTREX COMPANY, A/A, Vesterport 481, Copenhagen. Telephone: Central 5598. PERSONNEL—Manager: C. Nygaard. Products Sold: Westrex Corporation line AREA SERVED—Denmark.

DOMINICAN REPUBLIC

CLAUDIO FERNANDEZ, Apartado 826, Ciudad Trujillo. Products Sold: RCA Theatre and Sound Equipment.

MESSRS. R. ESTEVA Y CIA C. por A., Calle el Conde 59, Apartado 663, Ciudad Trujillo. Products Sold: Philips Projection and Sound Equipment.

JOAQUIN GINEBRA, Apartado 902, Ciudad Trujillo. Products Sold: National Theatre Supply Company line. AREA SERVED—Dominican Republic.

ECUADOR

ELECTRONICA, S.A., Apartado 3509, Guayaquil. PERSONNEL—Owner and Director: Luigi Rota. Manager: Emilio Bini. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment AREA SERVED—Coast Zone of Ecuador.

WESTREX COMPANY, ANDEAN, Boyaca No. 1011, Guayaquil. PERSONNEL—Manager: R. Diaz. Products Sold: Westrex Corporation line. AREA SERVED—Ecuador.

PHILIPS ECUADOR, S.A., Casilla 343, Quito. Products Sold: Philips Projection and Sound Equipment.

SOCIEDAD RADIOTECNICA ECUATORIANA, Apartado 414, Quito. PERSONNEL—Owner and Director: Luigi Rota. Managers: Ing. Igilio Perotti, Lic. Fabián Bucheli. Products Sold: National Theatre Company Supply line and RCA Theatre and Sound Equipment. AREA SERVED—Ecuador.

EGYPT

(See UNITED ARAB REPUBLIC)

ETHIOPIA

PHILIPS (ETHIOPIA), S.A., P. O. Box 659, Addis Ababa. Telephone: 2771. Products Sold: Philips Projection and Sound Equipment.

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FEDERATION OF MALAYA

(See SINGAPORE)

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PARVIS FILMI, P. O. Box 279, Helsinki. Products Sold: Gaumont-Kalee line.

OY PHILIPS AB, Box 255, Helsinki. Products Sold: Philips Projection and Sound Equipment.

FORMOSA

(See CHINA)

FRANCE

(See Separate Entry for ALGERIA)

BROCKLISS SIMPLEX, S.A., 295 Cours de la Somme, Bordeaux. Products Sold: National Theatre Supply Company line.

BROCKLISS SIMPLEX, S.A., 102 La Canebiere, Marseille. Manager: Henri Barody. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, FRANCE - BELGIUM, 3 Cours Joseph Thiedry, Marseille. Products Sold: Westrex Corporation line. AREA SERVED—Southern France.

BROCKLISS SIMPLEX, S.A., 6 Rue Guillaume Tell, Paris 17. Head Office. PERSONNEL—General Manager: Albert Gillet. Branches: Bordeaux, Marseilles, Lille, France; Brussels, Belgium. Agents: Algiers, Algeria; Casablanca, Morocco; Bienne, Switzerland. Products Sold: National Theatre Supply Company line. AREA SERVED—France, French Colonies, Switzerland, Belgium.

S. A. PHILIPS ECLAIRAGE ET RADIO, 162, Rue St. Charles, Paris 15. Products Sold: Philips Projection and Sound Equipment.

STE. DES THEATRES CINEMATOGRAPHIQUES PATHE, S.A., 6 Rue Francoeur, Paris 18. PERSONNEL—J. Ottox. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Algiers, France.

SPECIALTIES TIRANTY, S.A., 106-108 Boulevard Hausman, Paris. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

WESTREX COMPANY, FRANCE-BELGIUM, Head Office of Area: 120 Avenue des Champs Elysees, Paris. PERSONNEL—Manager: J. P. Winter. Products Sold: Westrex Corporation line. AREA SERVED—France.

GERMANY

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GHANA

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*AUTOMATICKET, LTD., 29-31 Ocean Buildings, Donegal Street East, Belfast. Products Sold: Tickets, Ticket Issuing and Recording Machines.

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RCA GREAT BRITAIN, LTD., 58 Howard St., Belfast. Telephone: 24762. PERSONNEL—Northern Ireland and Republic of Ireland Manager: N. J. Railton. Products Sold: RCA Theatre and Sound Equipment.

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STAGE FURNISHINGS, LTD., 346 Sauchiehall St., Glasgow C. 2. Telephone: Douglas 6431. Products Sold: Strand Electric and Engineering Company line.

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*BTH SOUND EQUIPMENT, LTD., 10 Hospital Street, Birmingham. Products Sold: BTH Projectors and Reproducers, Mazda Xenon 35mm Lamps and Lighthouses, General Theatre Supplies.

J. FRANK BROCKLISS, LTD., 27 John Bright St., Birmingham. PERSONNEL—Branch Manager: A. B. Boulton. Products Sold: National Theatre Supply Company line and Philips Projection and Sound Equipment.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 45 Newhall St., Birmingham. Telephone: Central 5927. PERSONNEL—Manager: Marold A. Richardson. Divisional Engineer: H. E. Munslow. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—The Midlands.

RCA GREAT BRITAIN, LTD., 164 Stratford Road, Shirley, Birmingham. Telephone: Shirley Birmingham 1819. PERSONNEL—District Manager: S. J. C. Taylor. Products Sold: Theatre and Sound Equipment.

*THEATRE SEATS, LTD., 160 Cape Hill, Smethwick, Birmingham.

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*BTH SOUND EQUIPMENT, LTD., 67 Britannia House, Leeds. Products Sold: BTH Projectors and Reproducers, Mazda Xenon 35mm Lamps and Lighthouses, General Theatre Supplies.

J. FRANK BROCKLISS, LTD., 67 Britannia House, Wellington St., Leeds. Telephone: Leeds 24509. PERSONNEL—Branch Manager: W. D. Raphael. Products Sold: National Theatre Supply Company line and Philips Projection and Sound Equipment. AREA SERVED—Yorkshire, Lincolnshire, Nottinghamshire, Derbyshire.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 17 Wellington St., Leeds. PERSONNEL—Manager: Dennis V. Sumpter. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Yorkshire.

PATHE EQUIPMENT, LTD., 2 Britannia House, Leeds. Products Sold: Ross Projection Equipment, Dawsons' Seating, General Theatre Equipment and Supplies.

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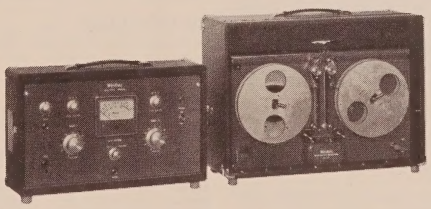

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PATHE EQUIPMENT, LTD., 177 Wardour Street, London, W. J. Telephone: Gerrard 1544. PERSONNEL—Managing Director: H. P. Dawson. Products Sold: Ross Projection Equipment, Dawsons' Seating, General Theatre Equipment and Furnishings.

RANK PRECISION INDUSTRIES, LTD., G. B.-KALEE DIVISION, Head Office: 37-41 Mortimer Street, London, W.1. Telephone: Museum 5432. PERSONNEL—Home Sales Manager: M. W. Beer. Export Manager: R. W. Potter. Products Sold: Gaumont-Kalee Projection and Sound Equipment, and Theatre Furnishings, "Ship" Carbons. AREA SERVED—Entire World.

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WESTREX CO., LTD., Head Office of Area: 152 Coles Green Road, London, N.W. 2. PERSONNEL—Manager: H. L. Marsterson. Products Sold: Westrex Corporation line. AREA SERVED—Great Britain and Ireland.

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RCA GREAT BRITAIN, LTD., Head Office: Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex. Telephone: Sunbury-on-Thames 3101, 3107. PERSONNEL—Managing Director: C. G. Mayer. Directors: C. J. Bridge, C. M. Odorizzi, Sir Louis Sterling, P. A. Turnor, A. F. Watters. Products Sold: Theatre and Sound Equipment.

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INSTRUMENTOS MUSICALES S.A., Apartado Postal 345, Guatemala City Products Sold: RCA Cinema Equipment, 16mm.

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RAMIRO SAMAYOA M., Avenida Elena 14-75, Cine Popular, Guatemala City. Products Sold: National Theatre Supply Company line. AREA SERVED—Guatemala.

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OSMOND MADURO, Apartado 213, Tegucigalpa. Products Sold: National Theatre Supply Company line.

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SNORRI P. B. ARNAR, P. O. Box 354, Reykjavik. Products Sold: RCA Theatre and Sound Equipment and Philips Projection and Sound Equipment.

INDIA

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*EVERGREEN PICTURES, 15 New Queen's Road, Bombay 4. Telephone: 27553. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED—All of India.

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WESTREX COMPANY, INDIA, Head Office of Area: Metro House Esplanade Road. Bombay 1. PERSONNEL—Manager: P. J. Buck. Products Sold: Westrex Corporation line. AREA SERVED—India, Burma, Ceylon.

*CHICAGO TELEPHONE AND RADIO COMPANY PRIVATE, LTD., 25 Chowringhee. Calcutta 13. PERSONNEL—Engineers: S. D. Nag, B.Sc.; S. Bose, S. Das, B. Paul Products Sold: B.T.H. and Simon.

*EVERGREEN PICTURES CORPORATION, 11 Esplanada East, Calcutta. Telephone: 6179. PERSONNEL— Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, N. M. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED—West Bengal, Bihar, Orissa, Assam.

GENERAL RADIO AND APPLIANCES PRIVATE, LTD., 3 Madan St., Calcutta 13. Telephone: 23-6038. PERSONNEL—Managing Director: Y. A. Fazalbhoy. Branch Manager: D. V. J. Raju. Products Sold: National Theatre Supply Company line Strong Lamps and Rectifiers, International Seats. AREA SERVED— Provinces of West Bengal, Bihar, Orissa, Assam and Kingdom of Nepal.

PHILIPS ELECTRICAL COMPANY, (INDIA) PRIVATE, LTD., 7 Justice Chandra Madhab Road. Calcutta 20. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, INDIA, Lighthouse Cinema Bldg., Humayan Place, Calcutta 13. Products Sold: Westrex Corporation line.

CINEFONES (DELHI) PRIVATE, LTD., Behind State Bank of India, Chandni Chowk, Delhi. PERSONNEL—Managing Director: S. N. Agarwal. AREA SERVED—Delhi, U. P., Punjab.

*EVERGREEN PICTURES, Chandni Chouk, Delhi. Telephone: 6455. PERSONNEL—Partners N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED— Delhi, U. P., Punjab, Pepsu, Himachal Pradesh, Kashmir, Jammu.

WESTREX COMPANY, INDIA, Brampton Road, Kashmiri Gate, Delhi. Products Sold: Westrex Corporation line. AREA SERVED— India, Ceylon.

*CHICAGO TELEPHONE AND RADIO COMPANY, PRIVATE, LTD., 48 Hazratguni, Lucknow, U. P. Products Sold: B. T. H. 35mm. and 16mm. Equipment.

*CHICAGO TELEPHONE AND RADIO COMPANY, PRIVATE, LTD., 196 Mount Road, Madras 2. Products Sold: B. T. H. 35mm. and 16mm. Equipment. STATES SERVED—Madras, Andhra, Travancore-Cochin.

*Listing Not Confirmed by Supply Dealer.

THE CINE AGENCY (INDIA), "Airways House," 9 Mount Road, Madras 2. Telephone: 8-6360. PERSONNEL—Manager Madras Branch: M. Venkataraman. Asst. Manager: V. K. Janakiraman. Sound Engineer: P. Seshan. Products Sold: Zeiss Ikan, Stuttgart 35mm equipment and accessories. AREA SERVED—Madras Presidency.

*EVERGREEN (BANGALORE) PRIVATE LTD., 15 Wescott Road, Royapettah, Madras 14. PERSONNEL— Directors: N. C. Kapadia, M. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, AREA SERVED—Madras, Tamilnad, Travancore-Cochin, Mysore.

GENERAL RADIO AND APPLIANCES PRIVATE LTD., Bharath Building, 1/18 Mount Road, Madras. Products Sold: National Theatre Supply Company line, Strong Lamps and Rectifiers, International Seats. AREA SERVED—Madras, Andhra, Mysore, Travancore-Cochin.

PHILIPS ELECTRICAL COMPANY (INDIA) PRIVATE LTD., 35/4, Mount Road, Madras 2. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, INDIA, Khaleeli Mansion, 35 Mount Road, Madras 2. Products Sold: Westrex Corporation line. AREA SERVED—India, Ceylon.

*CHICAGO TELEPHONE AND RADIO COMPANY PRIVATE, LTD., 68 Queensway, New Delhi. Products Sold: B. T. H. 35mm. and 16mm. Equipment.

PHILIPS ELECTRICAL COMPANY (INDIA) PRIVATE LTD., Delhi-Ajemere Gate Extension, New Delhi. Products Sold: Philips Projection and Sound Equipment.

PHOTOPHONE EQUIPMENTS LTD., Delite Cinema Bldg., New Delhi. PERSONNEL—Manager: N. Kumar Jain. Products Sold: RCA Theatre and Sound Equipment and National Theatre Supply Company line.

CINE SUPPLIES PRIVATE, LTD., 7 Rashtrapathi Road, Secunderbad 3. PERSONNEL—Managing Director: B. R. Patel. Products Sold: RCA Theatre Equipment and Accessories. AREA SERVED—Part of Andhra Pradesh.

*EVERGREEN (BANGALORE) PRIVATE, LTD., 1/D Rashtrapathi Road Secunderbad. Telephone: 6707. PERSONNEL—Directors: N. C. Kapadia, M. C. Kapadia H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla. AREA SERVED—Hyderabad and Andhra States.

RAMBHAI PATEL AND SONS, 7 Rashtrapathi Road, Secunderland 3. Telephone: 7-4577. PERSONNEL—Managing Director: B. R. Patel. Products Sold: Theatre Equipment and Accessories. STATE SERVED—Andhra Pradesh.

RAMBHAI PATEL AND SONS, Gandhinagar, Vijayawada 2. Products Sold: Theatre Equipment and Accessories. STATE SERVED—Andhra Pradesh.

INDONESIA

WESTREX COMPANY, ASIA, Djalan Banda #2, Bandung. Products Sold: Westrex Corporation line.

N.V.P.D. SOEDARPO CORPORATION, 22 Djalan Segaral, Djakarta. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS INDONESIA, Teromol Pos 220, Djakarta. Products Sold: Philips Sound and Projection Equipment.

WESTREX COMPANY, ASIA, Pegangsaan Timur 19A, Djakarata 111/21. Products Sold: Westrex Corporation line. AREA SERVED—Indonesia.

WESTREX CO., ASIA, Rubatan #7, Surabaia. Products Sold: Westrex Corporation line.

IRAN

AKRAM MICHAEL, P. O. Box No. 323, Teheran. Products Sold: Westrex Corporation line. AREA SERVED—Iran.

FIROOZ TRADING COMPANY, P. O. 1015, Teheran. Products Sold: Philips 16mm. Sound Film and Projection Equipment.

PHILIPS IRAN, LTD., P. O. Box 1297, Teheran. Products Sold: Philips Sound and Projection Equipment.

RADIO JAHAN, Kaftarian Building, Avenue Shah, Teheran. Products Sold: Gaumont-Kalee line.

RADIO SHAHAB COMPANY, Av. Naderi 720, Teheran. Products Sold: Philips 35mm. Sound Film and Projection Equipment.

IRAQ

THE BAGHDAD COMPANY, LTD., Munir Abbas Building, South Gate, Baghdad. Products Sold: Philips Projection and Sound Equipment.

HAFIDH AL-KADI, Kingteisel II Square, Baghdad. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Iraq, Kuwait.

THE IRAQI COMPANY FOR FILMS & CINEMA, P. O. Box 206, Baghdad. Products Sold: National Theatre Supply Company line. AREA SERVED— Iraq.

ISMAIL SHARIF BROTHERS COMPANY, LTD., Al-Ameen St., Baghdad. Products Sold: Gaumont-Kalee line.

IRELAND

C. NAPIER, ASSOCIATED CINEMA EQUIPMENTS, LTD., S. Jervis St., Dublin. Product Sold: Philips Projection and Sound Equipment. AREA SERVED—Republic of Ireland and Northern Ireland.

RCA GREAT BRITAIN, LTD., 34 Lower Abbey St., Dublin. Telephone: 43842. PERSONNEL—Area Supervisor: H. W. Neill. Products Sold: Theatre and Sound Equipment.

THE STRAND ELECTRIC AND ENGINEERING COMPANY, LTD., 30 Upper Abbey St., Dublin C. 9. Telephone: 47078. PERSONEL—Irish Branch Manager: Kevin Bourke. Products Sold: Stage Lighting and Curtains, Screens, and other Theatre Equipment. AREA SERVED—Ireland.

WESTREX COMPANY, LTD., Veritas House, 7-8 Lower Abbey St., Dublin. PERSONNEL— Manager: W. H. G. Ryan. Products Sold: Westrex Corporation Line. AREA SERVED—Ireland.

ISRAEL

ISRAELECTRA, LTD., P. O. Box 1608, Haifa. Products Sold: Philips Projection and Sound Equipment.

AMPA, LTD., 16 Petah Tikvah Rd., P. O. Box 636, Tel-Aviv. Telephone: 3228. PERSONNEL—Theatre Department Manager: M. Kolari. Products Sold: National Theatre Supply Company line. AREA SERVED—Israel.

CARASSO BROTHERS, P. O. Box 364, Tel-Aviv. Products Sold: RCA Theatre and Sound Equipment.

CHEMICALS AND TECHNICAL SUPPLIES (GREEN) LTD., Cine Dept., 6 Beth Hashoeva Lane, Tel-Aviv. Telephone: 4492. Products Sold: Rank Precision Industries Ltd., Bell & Howell, Radiant Mfg. Corp., Charles H. Champion & Co. Ltd.

LANDSEAS EASTERN COMPANY, LTD., P. O. Box 2554, Tel-Aviv. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

*LEVANT X-RAY, LTD., 39 Walfson St., Tel-Aviv. Telephone: 81566. PERSONNEL—H. H. Aldor. Products Sold: Motiograph. COUNTRY SERVED—Israel.

MOSHE BASSIN ELECTRONIC ENGINERING, 6 Feierberg St., Tel-Aviv. Products Sold: Westrex Corporation line. AREA SERVED—Israel.

ITALY

PHILIPS RADIO S. P. A., Piazza IV Novembre 3, Milan. Products Sold: Philips Projection and Sound Equipment.

RCA ITALIANA, S.P.A., Via Giulio Caccini No. 1, Rome. Products Sold: RCA Theatre and Sound Equipment.

MOLE RICHARDSON (ITALIA) S.R.L., Via del Velodromo 68-74, Rome. Products Sold: Gaumont-Kalee Studio Equipment.

WESTREX COMPANY, ITALY, Piazza Margana 19, Rome. PERSONNEL—Manager: F. DeRenzis. Products Sold: Westrex Corporation line. AREA SERVED—Italy.

JAPAN

*CONSOLIDATED THEATRE AND TELEVISION SUPPLY CORPORATION, c/I National Bldg., Hakata-ekimae, Fukuoka.

*NIHON EIGA SHIZAI COMPANY, LTD., 46 Nakajimacho Fukuoka C.

*CONSOLIDATED THEATRE AND TELEVISION SUPPLY CORPORATION, c/o Asahi Bldg., Hirokoji, Naka-ku, Nagoya.

*NIHON EIGA SHIZAI COMPANY, LTD., 1-7, Hijiecho, Nakamuraku, Nagoya C.

*NIHON EIGA SHIZAI COMPANY, LTD., 5-833 Nishiboridohri, Niigata City, Niigata.

*NIHON EIGA SHIZAI COMPANY, LTD., 2-3119, Honcho, Niitsu C.

*NIHON EIGA SHIZAI COMPANY, LTD., 1-21, Kitahama, Higashiku, Osaka C.

NIPPON ONKYOSEKI COMPANY, LTD., 146, Oaza-Ushidate, Toyonaka-shi, Osaka-fu. Products Sold: National Theatre Supply Company line.

*NIHON EIGA SHIZAI COMPANY, LTD., 3-19, Hanazonocho, Otaru C.

*CONSOLIDATED THEATRE AND TELEVISION SUPPLY CORPORATION, #18, Nishi-2 chome, Minami-1 jo Sapporo.

*NIHON EIGA SHIZAI COMPANY, LTD., 72 Higashi 4-chome, Sendai C.

NIHON DENSHI KOGYO K. K. , Room 212, Sanshin Building, Yurakucho, Chiyodaku, Tokyo. Products Sold: National Theatre Supply Company line.

NIHON DENSHI TELEVI K. K., Room 212, Sanshin Building, Yurakucho, Chiyodaku, Tokyo. Products Sold: RCA Theatre and Sound Equipment.

*NIHON EIGA SHIZAI COMPANY, LTD., Head Office: 8-10 W. Ginza, Chuo-ku, Tokyo. Telephones: 20-0891, 20-4721. PERSONNEL—Manager: Jitsutarow Kishino. Products Sold: Matsuda Theatre and Sound Equipment.

J. OSWA & COMPANY, 5 Ginza Nishi 2-chome, Chuoko, Tokyo. Products Sold: Gaumont-Kalee line.

WESTREX COMPANY, ORIENT, Mitsubishi Higashi 7th Building. No. 2, 3-Chome, Marunochi Chiyoda-ku, Tokyo. PERSONNEL—Manager: Edgar Snow. Products Sold: Westrex Corporation line. AREA SERVED—Japan.

INDUSTRIAL DEVELOPMENT AND CONSULTANT COMPANY, Mikkatsu International Building, Room 417, Yurakvcho, chiyoda—Ku, Tokyo, Japan. Products Sold: Philips Projection and Sound Equipment.

JORDAN

MOHAMMAD O. SUWYEH AND BROTHERS, P. O. Box 502, Amman. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

TRANSJORDAN ENGINEERING COMPANY, LTD., P.O. Box 1, Amman. Products Sold: Philips Projection and Sound Equipment.

DAVID A. ARAFAT, P. O. Box 4, Nablus. Products Sold: Gaumont-Kalee line.

KENYA

ELECTRONIC AIDS (EAST AFRICA) LTD., Cargen House, Coronation Ave., P. O. Box 65-40, Nairobi. Telephone: 2-2273. Products Sold: Strand Electric & Engineering Line.

KOREA

CENTURY COMPANY, LTD., P. O. Box 200 Central Post Office, Seoul. Products Sold: National Theatre Supply Company line.

FRINAT INTERNATIONAL, LTD., 632 Bando Building, Seoul. Products Sold: Westrex Corporation line. AREA SERVED—Korea.

KORCAD CORPORATION, P. O. Box 5, Kwang Wha Moon, Seoul. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

LEBANON

PHILIPS LIBAN S.A., P.O. Box 670, Beirut. Products Sold: Philips Projection and Sound Equipment.

WILLIAM MALLUK, P. O. Box 481, Beirut. Products Sold: National Theatre Supply Company line.

MIDDLE EAST DISTRIBUTION COMPANY, S.A.L., Managing Director, P. O Box 2407, Beirut. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

WESTREX COMPANY, EAST, Pan American Building, Place Riad Solh, Beirut. PERSONNEL—Manager: L. M. Rundlett. Products Sold: Westrex Corporation line. AREA SERVED—Lebanon.

N. ZABBAT, Post Box 741, Beirut. Products Sold: Gaumont-Kalee line.

LIBERIA

A. MANSOUR AND SONS, P. O. Box 207, Monrovia. PERSONNEL—Manager: F. A. Mansour. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

*OOST AFRIKAANSCHE COMPAGNIE, P. O. Box 281, Monrovia.

MALAYA, FEDERATION OF

(See SINGAPORE)

MALTA

P. CUTAJAR & COMPANY, LTD., 12 St. Paul's Street, Valletta. Products Sold: Gaumont-Kalee line.

GENERAL SALES COMPANY, 48 Kingsway, Valletta. PERSONNEL—Managing Director: Michael Grech. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED— Malta, Gozo.

CHARLES A. MICALIEF AND COMPANY, LTD., 282 Kingsway, Valletta. Products Sold: Philips Projection and Sound Equipment.

MAURITIUS

ADAM AND COMPANY, LTD., P. O. Box 53, Port Louis. Products Sold: Philips Projection and Sound Equipment.

BLANCHE, BIRGER COMPANY, LTD., 12 Intendence St., Port Louis. Products Sold: RCA Theatre and Sound Equipment.

THE MAURITIUS ANGLO CHINESE COMPANY, P.O. Box 181, Port Louis. Products Sold: Gaumont-Kalee line.

MEXICO

DEKSA, S.A., Puebla #301, Mexico 7, D.F. Products Sold: Gaumont-Kalee line, Theatre, Studio and Laboratory equipment and accessories.

EQUIPOS PARA CINES, S.A., Av. Insurgentes Sur 600, Mexico 12, D.F. PERSONNEL—President: Manuel Ampudia. Manager: Jose Desquens. Products Sold: National Theatre Supply Company line.

PHILIPS S.E.T., Apartado Postal 21420, Mexico 7, D.F. Products Sold: Philips Projection and Sound Equipment.

RCA VICTOR MEXICANA, S.A. de C.V., Avenida Cuitlahuac 2519, Mexico 17, D.F. PERSONNEL—President: Joseph P. Toole. General Manager: Paul W. Hessinger.

General Sales Manager: W. S. ROLSTON. Products Sold: Theatre and Sound Equipment. AREA SERVED—Mexico.

WESTREX COMPANY, MEXICO, Avenida Morelos 64, Mexico, D.F. PERSONNEL—Manager: P. W. Kayser. Products Sold: Westrex Corporation line. AREA SERVED—Mexico.

MOROCCO

SOCIETE MAROCAINE PHILIPS, 304 Blvd. Mohammed V, Casablanca. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, 124 Rue Du Jura, Casablanca. Products Sold: Westrex Corporation line. AREA SERVED—Morocco.

CASA ROS, Avenida, 7 Tetuan. Products Sold: Philips Projection and Sound Equipment.

NETHERLANDS

BICKER AND VAN der ROER, Sarphatikade 4 Amsterdam. Products Sold: National Theatre Supply Company line. Lorraine Carbons.

WESTREX NEDERLAND N.V., Singel 127, Amsterdam. Products Sold: Westrex Corporation line. AREA SERVED—Netherlands.

PHILIPS NEDERLAND N.V., Eindhoven. Products Sold: Philips Projection and Sound Equipment.

*N. V. KINO APPARATEN EN INSTRUMENTEN FABRIEK, LOUIS B. KAGENAAR, Jekerstraat 82, Utrecht. Telephones: 34775, 28307. Products Sold: Micron Projectors, Elka Sound Equipment, Screens, Carbons, Curtain Machines, Rectifiers, Theatre Chairs.

NEW ZEALAND

P. C. BLENKARNE, LTD., 6 Upper Queen St., Auckland. PERSONNEL—Managing Director: P. C. Blenkarne. General Manager: P. J. Blenkarne. Branches: Auckland, Hamilton, Palmerston North, Wellington, Christchurch. Products Sold: National Theatre Supply Company line. AREA SERVED—New Zealand and South Pacific.

CHARLES CARRAD, LTD., Civic Theatre Building, Bledisloe St., Auckland. Products Sold: Philips 35mm. and 16mm. Sound Film and Projection Equipment. (Sole Agency).

GAUMONT-KALEE (N. Z.) LTD., St. James Building, Queen St., P.O. Box 2191, Auckland, C. I. Products Sold: Gaumont-Kalee, "Ship" Carbons, Theatre Supplies.

WESTREX COMPANY, NEW ZEALAND, LTD., 174 Queen ST., Auckland. Products Sold: Westrex Corporation line.

P. C. BLENKARNE, LTD., 243, St. Asaph St., P. O. Box 1175, Christchurch. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, NEW ZEALAND, LTD., 3 Ferry Road, Christchurch. Products Sold: Westrex Corporation line.

WESTREX COMPANY, NEW ZEALAND, LTD., c/o St. James Theatre, Moray Place, Dunedin. Products Sold: Westrex Corporation line.

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND, LTD., P. O. Box 2097, Wellington. Products Sold: Philips Projection and Sound Equipment.

*SCAMMELL AND EGLINTON, Motion Picture Engineers, Martins Buildings, 45 Courtenay Place, Wellington C.3. Products Sold: Theatre Equipment and Supplies.

WESTREX COMPANY, NEW ZEALAND, LTD., Head Office of Area: 58 Kent Terrace, Wellington. PERSONNEL—Manager: B. S. Rundle. Products Sold: Westrex Corporation line. AREA SERVED—New Zealand.

NICARAGUA

*AUTOMOTIVE AND INDUSTRIAL EQUIPMENT COMPANY, Apartado 323, Managua.

EQUIPOS Y ACCESORIOS, Apartado 242, Managua. Products Sold: National Theatre Supply Company line, "National" Carbons. AREA SERVED—Nicaragua.

SUCESORES DE RAFAEL CABRERA, Apartado 1267, Managua. Products Sold: RCA Theatre and Sound Equipment, RCA 16mm. Equipment.

NIGERIA

COMPANIE FRANCAISE DE L'AFRIQUE OCCIDENTALE, 7 Place d'Iena, Paris 16. PERSONNEL—Nigerian Manager: Leon Morelon. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

PHILIPS (NIGERIA) LTD., P. O. Box 2023, G. P. O. Lagos. Products Sold: Philips Projection and Sound Equipment.

NORTHERN IRELAND

(See GREAT BRITAIN)

NORWAY

AKSJESELSKAPET PROTON, Rosenkrantzgt, 11, Oslo. Products Sold: Siemens and Halske, Klangfilm Sound Equipment.

HANS H. KNUTSEN AND COMPANY Kangens Gt. 15, Oslo. Products Sold: Gaumont-Kalee, Bell and Howell, Eugen Bauer, Lorraine Carbons.

J. L. NERLIEN A/S, Tollbugt. 35, Oslo. Products Sold: National Theatre Supply Company line and Zeiss Ikon Equipment.

NORSK A/S PHILIPS, P. O. Box 5040 Oslo. Products Sold: Philips Projection and Sound Equipment.

A/S PROTON, Rosengrautzgaten 11, Oslo. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

PAKISTAN

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulistan Cinema Building, Ramna, Dacca. PERSONNEL—Manager: Karim Kassamally. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, EAST, Gulistan Cinema Building, Ramna, Dacca. Products Sold: Westrex Corporation line. AREA SERVED—East Pakistan.

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulshan-E-Nusrat Building, Victoria Road, Saddar, Karachi 3. PERSONNEL—Managing Director: A. T. Nomanbhoy. Products Sold: National Theatre Supply Company line.

FILM FACTORS, LTD., Rex Annexe, 27 Victoria Road, Karachi 2. Products Sold: Gaumont-Kalee line.

PHILIPS ELECTRICAL COMPANY OF PAKISTAN, LTD., P. O. Box 7101, Karachi. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, EAST, Karachi House, McLeod Road, Karachi. Products Sold: Westrex Corporation line. AREA SERVED—West Pakistan.

ELECTRONICS AND FILM EQUIPMENTS, LTD., Luxmi Mansion, The Mall, Lahore. PERSONNEL—Manager: Anwar Hussain. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, EAST, Head Office of Area: Attar Singh Building, The Mall, Lahore. PERSONNEL—Manager: D. E. Merfield. Products Sold: Westrex Corporation line. AREA SERVED—Pakistan.

PANAMA

PANAMA RADIO CORPORATION, P. O. Box 406, Panama City. PERSONNEL—President: A. Bletterman. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment. AREA SERVED—Republic of Panama, Canal Zone.

RODRIGUEZ Y COMPANIA, P. O. Box 6619, Panama City. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, CARIBBEAN, Avienda 5a Cuba, #32-14, Panama City. PERSONNEL—Manager: B. A. Rivera. Products Sold: Westrex Corporation line. AREA SERVED—Panama and Canal Zone.

PARAGUAY

PHILIPS DEL PARAGUAY, S.A.,Casilla de Correo 605, Asunción. Products Sold: Philips Projection and Sound Equipment.

PERU

J. CALERO PAZ, S.A., Portal de Belen 902-914, Apartado 1281, Lima. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment. AREA SERVED—Peru.

PHILIPS PERUANA, S.A. Apartado 1841, Lima. Products Sold: Philips Projection and Sound Equipment.

ERNESTO A. REID, S.A., Av. Wilson 1698, Lima. Products Sold: Gaumont-Kalee line.

WESTREX COMPANY, ANDEAN, Edificio Hidalgo No. 950-954, Plaza San Martin, Lima. Products Sold: Westrex Corporation line. AREA SERVED—Peru and Bolivia.

PHILIPPINES

WESTREX COMPANY, ASIA, Legaspi Street, Cebu City. Products Sold: Westrex Corporation line.

WESTREX COMPANY, ASIA, 227 Legaspi Street, Davao City. Products Sold: Westrex Corporation line.

WESTREX COMPANY, EAST, Jalandoni Int., Iloilo City, Products Sold: Westrex Corporation line.

S. M. BERGER AND COMPANY, LTD., 523 Bustos, Corner Rigal Ave., Manila. PERSONNEL—Manager: Bela Bass. Products Sold: National Theatre Supply Company line.

PHILIPPINE ENGINEERING CORPORATION, 936 Raon St., Quiapo, Manila. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS INDUSTRIAL DEVELOPMENT, INC., 544 San Luis St., P. O. Box 2205, Ermita, Manila. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, ASIA, Head Office of Area: 666 Florentina Torres, Manila. PERSONNEL—Manager: H. v. Zeppelin. Products Sold: Westrex Corporation line. AREA SERVED—Philippines.

PORTUGAL

CENTRO DE COOPERACAO TECHNICA, Rua Dom Joao V, No. 2, Lisbon. Products Sold: Gaumont-Kalee line.

INSTITUTO PASTEUR de LISBOA, R. Nova do Almada 69, Lisbon. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS PORTUGUESA, S.A.R.L., Rua Joaquim Antonio de Aguiar 66, Lisbon. Products Sold: Philips Projection and Sound Equipment.

TELECTRA EMPRESA TECNICA DE EQUIPAMENTOS ELECTRICOS, S.A.R.L., R. Rodigo da Fonseca, 103 r/c, Lisbon. Products Sold: RCA Cinema Equipment, 35mm and 16mm

WESTREX COMPANY, ALBINE, Rua Crucifixo, 76 Lisbon. Products Sold: Westrex Corporation line. AREA SERVED—Portugal.

PORTUGUESE EAST AFRICA

ZUID-AFRIKAANSCH, HANDELSHUIS, N. V., P. O. Box 385 Beira; P. O. Box 471, Lourenco Marques; P. O. Box 111 and 124, Mocambique; Nacala; P. O. Box 124, Nampula; P. O. Box 300, Quelimane. Products Sold: Philips Projection and Sound Equipment.

PORTUGUESE WEST AFRICA

SOCIEDADE COMMERCIAL LUSO-HOLANDESA LDA., "LUSOLANDA" Caixa Postal 26, Benquela. Products Sold: Philips Projection and Sound Equipment.

SOCIEDADE COMERCIAL LUSO-HOLANDESA LDA., "LUSOLANDA," Lobito. Products Sold: Philips Projection and Sound Equipment.

SOCIEDADE COMERCIAL LUSO-HOLANDESA LDA., "LUSOLANDA," Caixa Postal 178, Luanda. Products Sold: Philips Projection and Sound Equipment.

EL SALVADOR

MANUEL VIEYTEZ, 1A Calle Poniente No. 430, San Salvador. Products Sold: National Theatre Supply Company line.

PHILIPS DE EL SALVADOR S.A., P.O. Box 865, San Salvador. Products Sold: Philips Projection and Sound Equipment. COUNTRY SERVED—El Salvador.

RADIO ELECTRICA, S. A., La Calle Poniente No. 2 San Salvador. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

*SUCESION CARLOS AVILA, Calle Delgado Y 6A, San Salvador.

SAUDI ARABIA

MOHAMED ALY MAGHRABI, P. O. Box No. 61. Jeddah. Products Sold: Westrex Corporation line. AREA SERVED—Saudi Arabia.

MOHAMED MAHMOOD ZAHID AND BROTHERS, Jeddah. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Saudi Arabia, Yemen.

SCOTLAND

(See GREAT BRITAIN)

SINGAPORE

EDWARD EU AND COMPANY, LTD., 1 Orchard Road, Singapore 9. Products Sold: RCA Cinema Equipment, 35mm and 16mm.

H. A. O'CONNOR & CO., LTD., Laidlaw Building, Battery Road, P. O. Box No. 252, Singapore. PERSONNEL—Managing Director: F. Hickley. Executive Director: P. H. B. Dowson. General Sales Manager: P. J. Richmond. Products Sold: Gaumont-Kalee, "Ship" Carbons, Bell and Howell.

PHILIPS SINGAPORE, LTD., N.T.S. Building, D'Almeida Street, Singapore 1. Products Sold: Philips Projection and Sound Equipment.

SHAW BROTHERS, LTD., 112/120 Robinson Rd., Singapore. Products Sold: National Theatre Supply Company line. AREA SERVED—Malaya.

WESTREX COMPANY, ASIA, 138 Robinson Road, Singapore. Products Sold: Westrex Corporation line.

MESSRS. WILLIAM JACKS AND COMPANY, LTD., Ocean Building, P. O. Box 197, Singapore. Products Sold: Philips Projection and Sound Equipment.

SOCIETY ISLANDS

ESTABLISSEMENTS DONALD TAHITI, Papeete, Tahiti. Products Sold: RCA Theatre and Sound Equipment.

SOUTH AFRICA, UNION OF

PAN AFRICAN FILM SERVICES (PTY.), LTD., P. O. Box 3243 Capetown. Products Sold: RCA Cinema Equipment, 16mm.

AFRICAN CONSOLIDATED FILMS, LTD., Head Office: Broadcast House, 170 Commissioner St., Box 4552, Johannesburg. Branches: Cape Town—26 Commercial St., Box 701. Port Elizabeth—Grand Theatre, Main St. Box 347. Durban——241 Smith St., Box 2352. Bulawayo—Palace Theatre, 11th Ave., Box 537 Nairobi—Corner Govt. Road and Queensway, Box 2682. PERSONNEL—N. Bennett, R. H. Jameson. Products Sold: National Theatre Supply line, RCA Theatre and Sound Equipment, G. B.-Kalee. AREA SERVED—Africa, South of Equator.

H. POLLACK AND COMPANY, LTD., 124 President St., Johannesburg. Products Sold: RCA Cinema Equipment, 35mm.

SOUTH AFRICAN PHILIPS (PTY.) LTD., P. O. Box 7703, Johannesburg. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, EAST, 705, Safric House, 36 Plein Street, Johannesburg. PERSONNEL—Manager: D. Pollock. Products Sold: Westrex Corporation line. AREA SERVED—Union of South Africa, Northern and Southern Rhodesia, Belgian Congo, Portuguese East and West Africa, Tanganyika, Uganda, Kenya Colony, Zanzibar, Angola.

*Listing Not Confirmed by Supply Dealer.

EDITOR'S NOTE

Every effort has been made by the staff of THEATRE CATALOG to make the following listings of foreign supply dealers as accurate and up-to-date as possible. However, it has not been possible to achieve a high degree of uniformity in the entries.

With the assistance of the international manufacturers and distributors, we have been able to secure exceptionally detailed information about their outlets. Other dealer listings which have not been verified specifically for this Edition are indicated by an asterisk (*).

SOUTHERN RHODESIA

PHILIPS RHODESIAN (PRIVATE), LTD., P. O. Box 8003, Belmont. Products Sold: Philips Projection and Sound Equipment.

PHILIPS RHODESIAN (PRIVATE), LTD., P. O. Box 994, Salisbury. Products Sold: Philips Projection and Sound Equipment.

SPAIN

WESTREX COMPANY, IBERICA. Head Office of Area: Avenida Jose Antonio 636, Barcelona. PERSONNEL—Manager: J. L. Monnerot-Dumaine. Products Sold: Westrex Corporation line. AREA SERVED—Spain, Portugal, and Tangier.

*C. AND G. CARANDINI S. A., Avenida Jose Antonio 31, Madrid.

RCA ESPANOLA, S. A., Avenida de America y Hernandez de Tejeda (Frente Estudios CEA, Ciudad Lineal), Madrid. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS IBERICA, S.A.E. Paseo de las Delicias 65, Madrid. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, IBERICA, Avenida Jose Antonio 66, Madrid. Products Sold: Westrex Corporation line.

SUDAN

G. & A. E. LICOS, LTD., P. O. Box 183, Khartoum. Products Sold: Gaumont-Kalee Theatre Equipment.

GELLATLY, HANKEY AND CO. (ENGINEERING), LTD., P. O. Box 150, Khartoum. Products Sold: Philips Projection and Sound Equipment.

SURINAM

C. KERSTEN AND COMPANY, N.V., P. O. Box 216, Paramaribo. Products Sold: Philips Projection and Sound Equipment.

SWEDEN

A. B. FRITZ WEIST & COMPANY, Box 248, Stockholm 1. Products Sold: Gaumont-Kalee line.

SVENSKA A. B. PHILIPS, Gavlegatan 16, Stockholm 6. Products Sold: Philips Projection and Sound Equipment.

SVENSK TON-FILM. Karlsdergseagen 43B, Stockholm. Products Sold: RCA Cinema Equipment, 16mm.

*SVENSKA VIDEO AKTIEBOLAG, Norrlandsgatan 18, 3 tr., Stockholm.

UNITED ELECTRIC COMPANY, A.S., Sveavagen 25-27, Stockholm. Products Sold: Westrex Corporation line. AREA SERVED—Sweden, Norway, and Finland.

SWITZERLAND

VICTOR FILM, LTD., Adlerstrasse 23, Bale. Telephone: 061, 41, 62, 40.

WESTREX COMPANY, ALPINE, Viaduktstrasse 60, Baste. PERSONNEL—Manager: J. G. Van Erk. Products Sold: Westrex Corporation line. AREA SERVED—Switzerland.

*PRODUITS PERFECTONE S. A., 28 Alex. Schoeni, Bienne. Products Sold: Perfectone Projection and Sound Equipment. AREA SERVED—Europe, Middle-Orient, Africa.

OMNILUX S.A., 4 Rue du Midi, Lausanne. Products Sold: National Theatre Supply Company line.

JACQUES BAERLOCHER CORPORATION FOR ELECTRONIC PRODUCTS, Nüschelerstrasse 31, Zürich. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Switzerland.

PHILIPS A. G., Philips Haus, Edenstrasse 20, Zürich 3/45. Products Sold: Philips Projection and Sound Equipment.

UTILITAS A. G., Im Schilf 6, Zürich. Products Sold: Philips Sound and Projection Equipment.

SYRIA

(See UNITED ARAB REPUBLIC)

TAIWAN

(See CHINA-FORMOSA)

TANGIER

CASA ROS, Estatut 79, Tangier. Products Sold: Philips Projection and Sound Equipment.

A. S. COHEN, Calle Mejico 78-A, Tangier. Products Sold: Gaumont-Kalee line.

U. S. PRODUCTS, INC., 5 Rue de Viques, Tangier. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

THAILAND (SIAM)

BARROW, BROWN AND COMPANY (1948), LTD., Barrow, Brown Bldg., Bangkok. PERSONNEL—Manager: G. H. Y. Grant. Products Sold: RCA Theatre and Sound Equipment.

K. K. TSAN, Capitol Theatre, 311, New Road, P. O. Box 141, Bangkok.

THE LIGHT & SOUND (THAI) COMPANY, LTD., Phayasri Square, New Road, Bangkok. Products Sold: Theatre Supplies.

PHILIPS ELECTRICAL COMPANY OF THAILAND, LTD., 287 Silom Road, Bangkok. Products Sold: Philips Projection and Sound Equipment.

VICTORIOUS COMPANY, LTD., 620 Jakaphet Road, Bangkok. Products Sold: National Theatre Supply Company line.

TUNISIA

SOCIETE TUNISIENNE PHILLIPS, 32, Bis, Rue Lavigeria, Tunis. PERSONNEL—Manager: V. R. Bernard. Technical Assistant: L. Bouissou. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, 4 Rue de Vesoul, Tunis. Products Sold: Westrex Corporation line. AREA SERVED—Tunisia.

TURKEY

TEKNIKA, T.A.S., P. O. Box Galata 153, Istanbul. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Turkey.

TURK PHILIPS, T.A.S., Posta Kutusu 504, Beyoglu, Istanbul. Products Sold: Philips Projection and Sound Equipment.

UNITED ARAB REPUBLIC

WESTREX COMPANY, EAST, Head Office of Area: 22 (Bloc C) Av. El Horeya, Alexandria (Egypt). Products Sold: Westrex Corporation line. AREA SERVED—Egypt, Greece, Turkey, Cyprus, Iran, Iraq, Arabia, Ethiopia, Eritrea, Aden, Syria, Lebanon.

THE GABRI COMPANY, 51 Ibrahim Pasha St., Cairo (Egypt). Products Sold: RCA Cinema Equipment, 16mm and 35mm.

THE GENERAL COMPANY FOR PHARMACEUTICALS, P. O. Box 600, Cairo (Egypt). Products Sold: Gaumont-Kalee line.

PHILIPS ORIENT, S.A., 23, Sharia Youssef el-Guindi, Cairo (Egypt). Product Sold: Philips Projection and Sound Equipment.

*W. A. LANCASTER AND SON, Head Office: 11 Emad-el-Din St., Cairo. Sales: 50, Abdel-Khalek Saroit St., Cairo (Egypt).

WESTREX COMPANY, EAST, 5 Sharia, Kasr-El-Nil, Cairo (Egypt), Products Sold: Westrex Corporation line.

ETS. PHOTO-CINE AZAD, P. O. Box 630 Damascus, (Syria) Products Sold: Gaumont-Kalee line.

PHILIPS MOYEN-ORIENT, S. A., P. O. Box 2336 Damascus (Syria). Products Sold: Philips Projection and Sound Equipment.

URUGUAY

CINEMATOGRAFICA GLUCKSMANN, S.A., Rio Branco 1320-26, Montevideo. PERSONNEL—Owner and Manager: Bernardo Glucksmann. Products Sold: National Theatre Supply line. AREA SERVED——Uruguay.

CUFE, S.A., Colonia 1189, Montevideo. Products Sold: RCA Cinema Equipment, 16mm.

H. GARCIA AROCENA, San Jose 1202 Esq. Cuareim, Montevideo. Products Sold: Gaumont-Kalee line.

PHILIPS DEL URUGUAY, S.A., Casilla Correo 294, Montevideo. Products Sold: Philips Projection and Sound Equipment.

VENEZUELA

DUPLEX INDUSTRIAL, C. A., Apartado 1995, Caracas. Products Sold: Gaumont-Kalee line.

C. A. PHILIPS VENEZOLANA, Apartado 1167, Caracas. Products Sold: Philips Projection and Sound Equipment.

NATIONAL SUPPLY, S.A., Gorda a Aserradero 32/34, Caracas. PERSONNEL—Manager: Augusto M. Matilla. Products Sold: National Theatre Supply Company line.

STANDARD ELECTRIC, S.A., Apartado 2627, Caracas. Edif. Las Funciones: Av. Andrés Bello. PERSONNEL—Manager: José Castañeda. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Venezuela.

WESTREX COMPANY, CARIBBEAN, Edificio Karam, Officina 210, Ibarras a Pelota, Caracas. PERSONNEL—Manager: Miles Storins, II. Products Sold: Westrex Corporation line. AREA SERVED—Venezuela.

WALES

(See GREAT BRITAIN)

WEST INDIES

Aruba

E. DE VEER'S CHAIN THEATRES, P. O. Box 3, Aruba. Products Sold: National Theatre Supply Company line.

Cuba

IMPORTADORA ASPA, Edificio Centro Filmico, Almendares y Desague, Havana. Products Sold: Gaumont-Kalee line.

NATIONAL SUPPLY, S.A., Almendares #166, Filmcenter, Habana. Telephones: U-5237—(Emergency Night) F-3798. PERSONNEL—P. Saenz. Products Sold: National Theatre Supply Company line. AREA SERVED—Cuba.

PHILIPS CUBANA, S. A. Calle 23, NR. 55, Habana, Products Sold: Philips Projection and Sound Equipment.

STANDARD ELECTRIC, S.A., Almendares 168, Filmcenter, Habana. PERSONNEL—President: Edward E. Chisholm. Products Sold: RCA Theatre and Sound Equipment.

*VINCENT VASQUEZ, Accesorios Cinematografios, Calle Almendares No. 205, Filmcenter, Habana.

WESTREX COMPANY, CARIBBEAN, Almendares 180 (Film Centro), Habana. Products Sold: Westrex Corporation line. AREA SERVED—Cuba.

Curacao, Netherlands Antilles

EL LOUVRE, S.A., P. O. Box 138, Curacao. Products Sold: RCA Theatre and Sound Equipment.

*Listing Not Confirmed by Supply Dealer.

N. V. BIOSCOOP MAATSCHAPPIJ CINELANDIA, P. O. Box 13, Curacao. PERSONNEL—Directors: Frank Brandao, Alfred Moron, Jr., Michael Herbert Pinedo. Products Sold: National Theatre Supply Company line. AREA SERVED—Curacao.

PHILIPS ANTILLANA N. V., P. O. Box 523, Willemstad. Products Sold: Philips Projection and Sound Equipment.

Haiti

SOCIETE HAITIENNE d'AUTOMOBILES, Mallenbranche, Gentil Bogat and Company, Port-au-Prince. Products Sold: RCA Theatre and Sound Equipment.

Jamaica

PALACE AMUSEMENT COMPANY (1921), LTD., P. O. Box 211, Kingston. PERSONNEL—Managing Director: J. Stuart Smeadon. Products Sold: Gaumont-Kalee, G. B., Bell and Howell.

RUEL SAMUELS, 34 Port Royal St., Kingston. Products Sold: Westrex Corporation line. AREA SERVED—Jamaica.

MESSRS. SPROSTONS, P. O. Box 139 Kingston. Products Sold: Philips Projection and Sound Equipment.

Puerto Rico

SAMBOLIN AND FIGUEROA, Santurce and Ponce. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Puerto Rico.

EDUARDO G. GONZALEZ, P. O. Box 3871, San Juan. PERSONNEL—Owner: Eduardo G. Gonzales. General Manager: Octavio A. Costas. Products Sold: National Theatre Supply Company line. AREA SERVED—Puerto Rico.

WESTREX COMPANY, CARIBBEAN, 524 Ponce de Leon Ave., San Juan. Products Sold: Westrex Corporation line. AREA SERVED—Puerto Rico.

Trinidad

SPORTS AND GAMES, LTD., 28 Henry Street, Port of Spain. PERSONNEL—Managing Director: H. E. Ames AREA SERVED—Trinidad, Tobago.

INVESTMENTS AND AGENCIES, LTD., 94-96 Henry St., Port of Spain. Products Sold: Philips Projection and Sound Equipment.

GLOBE THEATRES, LTD., Port of Spain. Products Sold: National Theatre Supply Company line.

A. J. MAURITZEN & COMPANY, P. O. Box 471, Port of Spain. Products Sold.: Gaumont-Kalee seating.

NATIONAL UNION RADIO SERVICE, 9 Cornelio St., Port of Spain. PERSONNEL—Owner and Manager: J. H. Fung. Products Sold: National Theatre Supply Company line. Lorraine Carbons. AREA SERVED—Trinidad, British Guiana, Venezuela.

F. A. SIMPSON & COMPANY, 27/31 Henry Street, Port of Spain. Products Sold: Gaumont-Kalee line.

LUCKY SAMAROO AND SONS, P. O. Box 517, Port of Spain. Products Sold: RCA Theatre and Sound Equipment.

WESTREX COMPANY, CARIBBEAN, 9 Edward St., Port of Spain. PERSONNEL—Manager: E. F. Vanderhoek. Products Sold: Westrex Corporation line. AREA SERVED—Trinidad, Barbados, British, Dutch, and French Guianas; Leeward and Windward Islands.

Theatre Equipment Manufacturers

Here Is a Complete Market Guide to Filling The Needs of Every Motion Picture Theatre

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, 10 East 39th St., New York 16, N. Y.
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn.

AIR CONDITIONING EQUIPMENT

Alton Manufacturing Co., 1112 Ross Ave., Dallas, Texas.
American Blower Corp., 8100 Tireman Blvd., Detroit, Mich.
Baker Refrigeration Corp., Amer. Wheelabrator Co., Mishawaka, Ind.
Chrysler Corp., Airtemp div., 119 Lee St., Dayton 1, O.
Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Governair Corp., Northwest 3rd St., Oklahoma City, Okla.
National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Trane Co., 206 Cameron Ave., La Crosse, Wis.
Typhoon Air Conditioning Co., Inc., 505 Carroll St., Brooklyn 15, N. Y.
U. S. Air Conditioning Corp., 7900 Tabor Rd., Philadelphia 11, Pa.
Westinghouse Electric Corp., Sturtevant div., 306 6th Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Carbondale div. Harrison, N. J.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Connor, W. B. Engineering Corp., 114 E. 32nd St., New York 16, N. Y.
Refresh-Aire Ozonizer Co., 382 Lafayette St., New York 5, N. Y.
Supreme Air Filter Co., 126 W. 21st St., New York 10, N. Y.

AMPLIFIERS

Altec-Lansing Corp., 9356 Santa Monica Blvd., Beverly Hills, Cal.
Ampex Corp., 934 Charter St., Redwood City, Calif.
Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y.
Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
INTERNATIONAL PROJECTOR CORP., 92 Gold St., New York, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Radio Corp. of America, RCA Victor Div., Camden, N. J.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 111 Eighth Ave., New York, N. Y.

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 246-248 N. Clarion St., Philadelphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave., New York, N. Y.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park, Ill.
Apex Brass and Bronze Works, Inc., 429 West Broadway, New York 12, N .Y.
Argus Mfg. Co., 1134 Kilbourne Ave., Chicago, Ill.
Associated Ticket and Register Co., Inc., 346 W. 44th St., New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
Berezny Engineering & Mfg., 4208 Avalon Blvd., Los Angeles 11, Calif.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1, Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
DRIVE-IN THEATRE MFG. CO., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City, Mo.
GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Col.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago 40, Ill.
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
Lamolite Corp., 682 6th Ave., New York 10, N. Y.
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Royal Metal Mfg. Co., 17 N. Michigan Blvd., Chicago 1, Ill.
Sebring, A. G. Co., 2000 N. Oakley, Chicago, Ill.
Taller and Cooper, Inc., 75 Front St., Brooklyn 7, N. Y.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, INC., Boonton, N J.
NATIONAL CARBON CO., INC., 30 E. 42nd St., New York 17, N. Y.
RINGSDORFF CARBON CO., 15 W. 44th St., New York, N. Y.

CARBON SAVERS

Cali Products Corp, 3719 Marjorie Way, Sacramento, Cal.
Droll Theatre Supply, 317 S. Sangamon, Chicago.
Hanover Carbon Co., 4035 Spruce St., Philadelphia 4, Pa.
Hal I. Huff Manufacturing Co., 659 W. Jefferson, Los Angeles 7, Cal.
Payne Products Co., 2451 W. Stadium Blvd., Ann Arbor, Mich.
Edw. H. Wolk, 1261 S. Wabash, Chicago 5, Ill.

CARPETS

Artloom Carpet Co., Allegheny and Howard, Philadelphia 33, Pa.
Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Firth, Inc., 295 5th Ave., New York, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Karagheusian, A. and M. Co., Inc., 295 5th Ave, New York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn.
Leedom, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans St., Philadelphia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16, N. Y.
Philadelphia Carpet Co., Allegheny Ave., at C St., Philadelphia, Pa.
Shelton Looms, 1 Park Ave., New York, N. Y.
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Sponge Rubber Co., Sheldon, Conn.
U. S. Rubber Co., 1230 6th Ave., New York, N. Y.

CARPET-UPHOLSTERY CLEANING PRODUCTS

Artloom Carpet Co. (Chemical Products div.), Allegheny and Howard, Philadelphia 33, Pa.
Brever Electric Mfg. Co., 5100 N. Ravenswood Rd., Chicago 40, Ill.
Glamorene, Inc., 10 E. 44th St., New York, N. Y.
Hild Floor Machine Co., 740 W. Washington, Chicago, Ill.
Kinner Products Co., 13325 E. Broad St., Pataskala, O.

CASH CONTROL EQUIPMENT

(See BOX OFFICE EQUIPMENT)

CHAIRS

American School and Desk Co., Temple, Tex.
American Seating Co., 9th and Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630 Belton, Tex.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Irwin Seating Co., 1480 Buchanan Ave., S. E. Grand Rapids, Mich.
Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

American Texteel Co., Bellefontaine, O.
Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B, Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway, Akron 17, O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
MASSEY SEATING CO., 160 Hermitage, Nashville, Tenn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

CHAIR REPAIR SERVICE

American Texteel Co., Bellefontaine, O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
MASSEY SEATING CO., 160 Hermitage, Nashville, Tenn.

CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York, N. Y.
American Texteel Co., Bellefontaine, O.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 180 Madison Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E I. deNemours and Co., 350 5th Ave., New York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone Foamex div., Fall River, Mass.
Goodall Fabrics, Inc., 525 Madison Ave., New York 22, N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6, Ill.
MANKO FABRIC CO., 630 9th Ave., N. Y. 36, N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia 34, Pa.
MASSEY SEATING COMPANY, 160 Hermitage, Nashville, Tenn.
Pantasole Co., Inc., 444 Madison Ave., New York 22, N. Y.
Rayon Corp. of America, 350 5th Ave., New York 1, N. Y.
Textileather Corp., 607 Madison Ave., Toledo 3, O.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.
U. S. Rubber Co., 1230 Ave. of Americas, New York 22, N. Y.

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Cal.

COIN CHANGERS

(See BOXOFFICE EQUIPMENT)

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

CROWD CONTROL EQUIPMENT

Apex Bronze and Brass Works, Inc., 429 West Broadway, New York 12, N. Y.
Lawrence Metal Products, Inc., Lynbrook, L. I., N. Y.
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas

CURTAINS

(See DECORATION)

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave, Syracuse 4, N Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTY SCENIC STUDIOS, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

DECORATION

Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Brodsky, David E. Assoc., 242 N. 13th St., Philadelphia 7, Pa.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Dazians, Inc., 142 W. 44th St., New York, N. Y
F & Y Building Service, 329 E. Town St., Columbus, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Griewe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19, N. Y.
MANKO FABRICS, 630 9th Ave., New York 36, N. Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
H. R. Mitchell, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
Northwest Scenic Studios, 607 Marshall St., N. E. Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC., 426-432 E. 91st St., New York 28, N. Y.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

DIMMER EQUIPMENT

(See SWITCHBOARD)

DISPLAY FRAMES

Bevelite, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montabello, Calif.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING FOUNTAINS

Ebco Mfg Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Pure Filter Corp., of America, 440 Lafayette St., New York 3 N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

DRIVE-IN

(See SEPARATE CLASSIFICATION, PAGE 98.)

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Electric Storage Battery Co., 41 S. 15th St., Phila. 2, Pa.
Fairbanks, Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N. Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co, 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St. Chicago, Ill.

ESCALATORS

THE PEELLE CO., 47 Stewart Ave., Brooklyn, N. Y.

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
Todd Shipyards Corp., 81-16 45th Ave., Queens, New York, N. Y.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Hawthorne Mfg Co., 2930 37th Ave., S. Minneapolis, Minn.
Neumade Products Corp., 250 W 57th St., New York 19, N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FLOODLIGHTS (See LIGHTING)

FLOORING MATERIALS

Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearney, N. J.
Freemont Rubber Co., 115 McPherson Hwy, Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.
Homasote Co, Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co, Watertown, Mass.
Mosaic Tile Co., Zanesville, Ohio.
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St, Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 47 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Strobite Co., 75 W. 45th St., New York 36, N. Y.
Switzer Bros., 4732 St. Clair Ave, Cleveland, O.

FOOTLIGHTS (See LIGHTING)

FRONTS

Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Smead Ave., Toledo, O.

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.

GENERATORS

(See MOTOR GENERATORS)

GLASS, STRUCTURAL

Libby-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Priest-Glass, Inc., 8 E. 12th St., New York, N. Y.

HAND DRYERS

American Dryer Corp., 1324 Locust St., Philadelphia, Pa.
Chicago Hardware Foundry Co., Sani-Dri div., 2500 N Commonwealth Ave., Chicago, Ill.
Electric-Aire Engineering Corp., 209 W. Jackson Blvd., Chicago, Ill.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington Ill.
American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.

Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

INSULATION, ACOUSTICAL-THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Formica Insulation Co., 4654 Spring Grove Ave., Cinn. 32, Ohio.
Hall, C. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Johns-Manville Corp., 22 E. 40th St., N. Y. C. 16, N. Y.
Keasbey and Mattison Co, Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
Marsh Wall Prods. Co., 4682 Main, Dover, Ohio.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglas Co., 2033 Nicholas Bldg., Toledo 1, O.
PermaStone Co., 719 Hudson St., Columbus, Ohio.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah.
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATION SYSTEMS

DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Motiograph, Inc., Servus-Fone div., (Electronic Car Hop), 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
R. W. Neill Co., 1811 Carroll Ave., Chicago 12, Ill.
Operadio Mfg. Co., St. Charles, Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Artloom Carpet Co., (Chemical Products div.), Allegheny and Howard, Phila. 33, Pa.
Breuer Electric Mfg. Co., 5148 N. Ravenswood Ave., Chicago 40, Ill.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave, Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
Kinner Products Co., 13325 E. Broad St., Pataskala, O.
Melro Enterprises, Cramer Road, Poughkeepsie, N. Y.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

LADDERS

Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.
R. D. Werner Co, 295 5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 13, O.
Kliegl Bros. Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sheldon Electric Co., Inc., 76 Colt St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bell & Howell Co., 7100 McCormick, Chicago, Ill.
General Scientific Corp., 5151 W. 65th St., Chicago 38, Ill.
Ilex Optical Co., 690 Portland St., Rochester 5, N. Y.
Isco Optical Works, 705 Bronx River Rd., Bronxville 8, N. Y.
KOLLMORGEN OPTICAL CORP., 347 King St., Northampton, Mass.
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif.
Projection Optics Co., Inc., 330 Lyell Ave., Rochester 6, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
RCA Theatre Equipment Div., Camden, N. J.
Wollensak Optical Mfg. Co., 350 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N. Chicago, Ill.
Black, M., Mfg. Co. 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
J. H. Channon Co., 1455 Hubbard, Chicago, Ill.
Clancy, J. R. Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp. 638 S. Federal St., Chicago, Ill.
GoldE Manufacturing Co., Heiland div., Denver, Colo.
Grimes Manufacturing Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartsell, Ala.
Revere Electric Manufacturing Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spare Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scientific Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St. New York, N. Y.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 42 West Broadway, New York 12, N. Y.
Bevelite, Inc, 1615 Cordova St., Los Angeles 7, Calif.
Art in Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., Lynnwood, L. I, N. Y.
Lawson, F. H. Co., Evans and Whateley Sts, Cincinnati 4, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St, Bloomfield, N. J.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

MAGAZINES

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 Seventh Ave., New York, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J
GOLDBERG BROS., 3500 Walnut St., Denver, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Motiograph, Inc, 4431 W. Lake, Chicago, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Radio Corporation of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Strobl Dodge, P. O. Box 24, Cincinnati 30, O.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill
Wenzel Projector, 2505 S. State, Chicago, Ill.

MARQUEES (See SIGNS & MARQUEES)

MARQUEE LETTERS

(See SIGNS AND MARQUEES)

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy, Fremont, O.
Goodyear Tire & Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave, Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc, 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MOTOR GENERATORS

Automatic Devices Co., 114 North 8th Street, Allentown, Pa.
BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, Ohio.
Imperial Electric Co., 84 Ira Ave., Akron, O.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Robin, J. E., Inc., 267 Rhode Island Ave., East Orange, N. J.

ORNAMENTAL METAL WORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PAINT

NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Pabco Products, Inc., 475 Brannan St., San Francisco 19, Calif.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S. Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W. Washington, D. C.

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

ASHCRAFT, C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE CO, 1712 Jackson St., Omaha 2, Neb.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
Motiograph, Inc, 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
STRONG ELECTRIC CORP. 87 City Park Ave., Toledo, O.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

PROJECTOR INTERLOCKS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y.
Motiograph, Inc., 4431 W. Lake, Chicago, Ill.
Natural Vision Corp, 1710 N. LaBrea, Hollywood, Calif.

PROJECTORS PARTS

La Vezzi Machine Works, 4635 West Lake St., Chicago 66, Ill.

PROJECTORS, 35mm

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
GENERAL PRECISION LABS, Pleasantville, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
PHILLIPS PROJECTOR CO., Eindhoven, Netherlands.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
S.O.S. CINEMA SUPPLY, 602 W. 52nd St., New York 19, N. Y.
Star Cinema Supply Co., 447 W. 52nd St., New York, N. Y.
Todd AO Corp., 233 W. 49th St., New York 19, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

PROJECTORS, 70mm

CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
CINEMECCANICA OF MILAN — Distributor: CINEMATOGRAPH INTERNATIONAL, 341 W. 44th St., New York 36, N. Y.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
PHILLIPS PROJECTOR COMPANY, Eindhoven, Netherlands.
TODD-AO CORP., 233 W. 49th St., New York 19, N. Y.

PROJECTORS, 16mm

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
Bell and Howell Company, 7183 McCormick Rd., Chicago, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Victor Animatograph Corp., Davenport Bank Bldg., Davenport, Ia.

RECTIFIERS

ASHCRAFT, C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE CO, 1712 Jackson St., Omaha 2, Neb.
Continental Electric Co. (Rectifier Tubes), 715 Hamilton St., Geneve, Ill.
Forest-Harrison, Inc., 122 Washington St., Bloomfield, N. J.
Carver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp. (Rectifier Tubes), 250 Glenwood Ave., Bloomfield, N. J.
Kneisley Electric Co., 333 Woodruff St., Toledo 3, O.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
Motiograph, Inc., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Reevall Mfg. Co. (Rectifier Tubes), 5217 Euclid Ave., Cleveland 3, Ohio
J. E. Robin, 267 Rhode Island Ave., E. Orange, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

REEL-END ALARMS

American Theatre Supply Company, Inc., 2300 First Avenue, Seattle 1, Wash.

REELS AND REWINDS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Calif.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Griswold Machine Works, Port Jefferson, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Neumade Prods. Co., 250 W. 57th St., New York 19, N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
Wenzel Projector, 2505 S. State St., Chicago 16, Ill.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N.Y.
HEYER-SCHULTZ, INC., Cedar Grove, New Jersey
McAuley, J. E., Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburgh, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 37th Ave., S. Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York City 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT (See JANITOR SUPPLIES)

SCREENS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Bodde Screen Co., 829 Venice Blvd., Los Angeles 34, Calif.
Carpenter, L. E. & Co. (Vicra-Lite div.), Wharton, N. J.
Da-Lite Screen Co., 2723 N. Crawford Ave., Chicago 39, Ill.
HURLEY SCREEN CO., 96-17 Northern Blvd., Corona, L. I., New York
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Perkins Theatre Supply, 505 Pearl St., Buffalo, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Technikote Corp., 63 Seabring St., Brooklyn 31, N. Y.
J. E. Robin, Inc., 267 Rhode Island Ave., East Orange, N. J.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
Trans-Lux Corp., 1270 Avenue of the Americas, New York, N. Y.
Vocalite Screen Corp., 19 Debevoise Ave., Roosevelt, N. Y.
WALKER-AMERICAN CORP., 2665 Delmar Blvd., St. Louis 6, Mo.
Williams Screen Co., 1620 Summit Lane Blvd., Akron, O.

SCREEN FRAMES

Artcraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
R. H. Mitchell & Co., Hartselle, Ala.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis 2, Minn.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Nick Mulone and Son, Cheswick, Pa.
Selby Industries, 1350 Ghent Hills Rd., Akron 13, O.
Technikote Corp., 63 Seabring St., Brooklyn 31, N. Y.
Unistrut Products Co., 1013 W. Washington Blvd., Chicago 7, Ill.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Ardley, 1010 Castle Hall Ave., New York 72, N. Y.
Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
Beach Co., Coshocton, O.
Century Lighting Inc., 521 W. 43rd St., New York, N. Y.
DRIVE-IN THEATRE MFG. CO., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS AND MARQUEES

ADLER SILHOUETTE LETTER CO., 11843 West Olympic Blvd., Los Angeles 64, Calif.
Artcraft-Strauss Sign Co., 830 12th Ave., New York, N. Y.
BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 1615 Cordova St., Los Angeles 7, Calif.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Poblocki Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford ,O.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Triple-S Supply Co., 206 First St., San Francisco, Calif.
WAGNER SIGN SERVICE, INC., 218 S. Hoyne Ave., Chicago 12, Ill.

SOUND EQUIPMENT

Ampex Electric Corp., 934 Charter St., Redwood City, Calif.
BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
EPRAD, 1206 Cherry St., Toledo, O.
Fine Sound, 711 5th Ave., New York, N. Y.
Hallen Corp., 122 Washington St., Bloomfield, N. J.
GENERAL PRECISION LABS, Pleasantville, N. Y.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Magnasyne Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
PHILIPS PROJECTOR COMPANY, Eidhoven Netherlands
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Robin, J. E., Inc., 330 W. 42nd St., New York 13, N. Y.
S.O.S. CINEMA SUPPLY, 602 W. 52nd St., New York, N. Y.
STAR CINEMA SUPPLY CO., 447 W. 52nd St., New York, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
WESTREX CORP., 111 8th Ave., New York, N. Y.

SOUND EQUIPMENT SERVICE

Altec Service Co., 161 6th Ave., New York 13, N. Y.
RCA Service Co., Cherry Hill, N. J.

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
Genarco, Inc., 97-04 Sutphin Blvd., Jamaica 35, N. Y.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave., Toledo, O.

STAGE HARDWARE

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTLY SCENIC STUDIO, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAGE LIGHTING

(See LIGHTING)

STAGE RIGGING

(See STAGE HARDWARE)

STAIR TREADS

American Mat Corp., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Freemont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Pacific Electric Products Co., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge, 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TICKET BOXES

GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.

Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

THEATRE TELEVISION

Air Marshall Corp., 12 E. 44th St., New York, N. Y.
DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
GENERAL PRECISION LABS., 63 Bedford Rd., Pleasantville, N. J.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
Paramount, Inc., 1501 Broadway, New York, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Trad Television, Ashbury Park, N. J.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Kelier Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TILE, STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271, Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Arketec Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W. Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, SLIDES

FILMACK TRAILER CO., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 Ninth Ave., New York 19, N. Y.

TURNSTILES

PEREY TURNSTILE CO., Inc., 101 Park Ave., New York 17, N. Y.

UNIFORMS

Angelica Uniform Co., 1427 Olive St., St. Louis 3, Mo.
S. Appel and Co., Inc., 740 Broadway, New York 3, N. Y.
Brooks Uniform Co., Inc., 75 West 45th St., New York, N. Y.
Maier-Lavaty Co., 2141 Lincoln Ave., Chicago, Ill.
Marcus Ruben, Inc., 625 South State St., Chicago, Ill.
REVERSIBLE COLLAR CO., 111 Putnam Ave., Cambridge, Mass.
Troy Novelties Co., 5 Union St., Troy, N. Y.

VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
Allen Billmyre div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass.
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
National Super Service Co., 1946 N. 13th St., Toledo, O.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 Newark Ave., Hartford, Conn.
Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

DRIVE-IN GUIDE

ADMISSION SYSTEMS

EPRAD COMPANY, 1206 Cherry St., Toledo, O.
GENERAL REGISTER CORP., 43-01 22nd St., Long Island City, N. Y.
K-Hill Signal Co., Inc., 326 West 3rd St., Uhrichsville, O.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Palmer Engineering and Development Co., 2459 North Chico Ave., El Monte, Calif.
Taller and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.

ATTRACTION BOARD

ADLER SILHOUETTE LETTER CO., 11843 West Olympic Blvd., Los Angeles 64, Calif.
BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Theatre Specialist, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Tiffin Art Metal Co., Tiffin, Ohio
WAGNER SIGN SERVICE, INC., 218 South Hoyne, Chicago 12, Ill.

BEACON ATTRACTION LIGHTS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Federal Sign & Signal Co., 8764 S. State St., Chicago 9, Ill.
Tripp Mfg. Co., 133 N. Jefferson St., Chicago 6, Ill.

CABLE AND SPEAKER CORDS

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney Blake Co., 1565 Dixwell Ave., New Haven, Conn.

DRIVE-IN THEATRE SEATING

American Seating Co., 9th & Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Texas.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich
MASSEY SEATING CO., 160 Hermitage, Nashville, Tenn.

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.
Habitant Fence Co., Bay City 21, Michigan.

IN-CAR HEATERS

Arvin Industries, Columbus, Ind.
Btu Industries, Englewood, N. J.
ELECTROMODE, 45 Crouch St., Rochester, N. Y.
EPRAD, 1206 Cherry St., Toledo, O.
Thermolater Co., 1628 Victory Blvd., Glendale, Calif.

IN-CAR SPEAKERS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
Permaflex Corp., 4900 W. Grand, Chicago, Ill.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
United Speaker Co., 1263 3rd Ave., New Kensington, Pa.
WESTREX CORP., 111 8th Ave., New York

INSECTICIDES REPELLENTS

PIC CORP., 837 Broad St., Newark, N. J.
Swingfog, Inc., 415 Lexington Ave., New York, N. Y.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.

LITTER EQUIPMENT

Litterlift, 202 N. Mahaffee, Olathe, Kan.
Mideast Sales, P. O. Box 62, Lockland, Ohio.
Tarrant Manufacturing Co., 59 Lake St., Saratoga Springs, N. Y.

PLAYGROUND EQUIPMENT, RIDES

All American Racers, Inc., Carlton House, Pittsburgh, Pa.
AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
Burke, J. E., Co., Fond Du Lac, Wis.
Doepke Mfg. Co., Rossmoyne, O.
Herschell, Allen Co., N. Tonawanda, N. Y.
Hills Playground Equip. Co., Grand Prairie, Texas.
Game Time, Inc., Litchfield, Mich.
Jamison Mfg. Co., 8800 S. Mettler, Los Angeles, Calif.
King Amusement Co., Mt. Clemens, Mich.
Miracle Equip. Co., Grinnell, Iowa.
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
Play Sculpture, 7 University Place, New York, N. Y.
Powercar Company, Willow St., Mystic, Conn.

POOLS AND EQUIPMENT

AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
International Swimming Pool Corp., 290 Hall St., White Plains, N. Y.

PORTHOLE BLOWERS

DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.

RAMP AND DIRECTIONAL SIGNS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 1615 Cordova St., Los Angeles, Calif.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.

SCREEN COATINGS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Plast X Plate, Berwyn, Pa.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Technikote Corp., 63 Seabring St., Brooklyn 31, N. Y.
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland 2, O.

SCREEN TOWERS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales Camden, N. J.
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
Selby Industries, 1350 Ghent Hills Rd., Akron 13, O.
Signs, Inc., 48 Geneva St., Moston 21, Mass.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Oregon.
Tweedy Screen Corp., 5055 N.E. 6 St., Minneapolis 21, Minn.

SPEAKER POST (DRIVE-IN)

DRIVE-IN THEATRE MFG. CO., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPEAKER REPAIR

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Sound Crafters, 232 Crown Ave., Scranton, Pa.
Stewart's Speaker Service, Box 249, R. D. 1, McKees Rocks, Pa.
Western Electronic Co., 3311 Houston Ave., Houston, Tex.

SWIMMING POOLS

(See POOLS and EQUIPMENT)

Refreshment Equipment Suppliers

The Leading Companies in the Field Ever Ready to Boost Extra Profits

BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers
Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others
MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.
Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags
Rex Paper Products Company, 21-09 Borden Avenue, Long Island City, N. Y.—Popcorn bags, noiseless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepopped corn
Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes
Superdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Popcorn boxes, buttercup containers

BEVERAGES

Bowman Dairy Co., 140 W. Ontario Street, Chicago, Ill.—Chocolate milk in cans
Canada Dry Ginger Ales, Inc., 100 Park Avenue, New York—Beverages
THE COCA-COLA COMPANY, 515 Madison Avenue, New York—"Coke"
Cramore Fruit Product Bases, Point Pleasant, N. J.—Fruit beverage bases
Dad's Root Beer Company, 2800 North Talman Avenue, Chicago, Ill.—Beverages
Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages
Dutch House, Inc., 1411 N. Sydenham St., Philadelphia, Pa.—Chocolate drink
Grapette Company, 112 Grinsted, Camden, Ark.—"Grapette"
Charles E. Hires Company, 206 South 24th Street, Philadelphia Pa.—Root beer
Hurty-Peck Co., 1423 Naomi Street. Indianapolis, Ind.—Beverage flavors
Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup
Mission Dry Corporation, 5001 South DeSoto Street, Los Angeles, Cal.—Mission orange
Crush Company, 2201 Main St., Evanston, Ill.—"Orange Crush" drink, "Old Colony" beverages
Dr. Pepper Company, 428 Second Street, Dallas, Tex.—Beverages
PEPSI-COLA COMPANY, 3 West 57th Street, New York—Beverages
Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer
ROYAL CROWN COLA CO., 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"
Bachman Chocolate Manufacturing Company, Mount Joy, Pa.
Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass
Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice
Paul F. Beich Company, West Front Street, Bloomington, Ill.
Blumenthal Bros., Margaret and James Streets, Philadelphia 27, Pa.
E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.
Brock Candy Company, Chattanooga, Tenn.
Bunte Brothers-Chase Candy Company, 3301 West Franklin Street, Chicago 24, Ill.
Cadbury-Fry America, Inc., 261 Broadway, New York
Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"
Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.
Cardinet Candy Company, 2172 Market Street, Oakland, Cal.
Charms, Inc., 601 Bangs Avenue, Ashbury Park, N. J.
Chunk-E-Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.
Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.
Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.
F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.
Ferrara Candy Co., 2200 W. Taylor Street, Chicago, Ill.
Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.
D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.
Adolph Goldmark & Sons, 467 Greenwich Street, New York, N. Y.—"Terry," "Assorted Pastilles"
Henry Heide, Inc., 313 Hudson Street, New York
Hershey Chocolate Corporation, Hershey, Pa.
Hollywood Candy Company, Chestnut and Calumet, Centralia, Ill.
Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.
Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.
Kelling Nut Co., 2800 Belmont, Chicago, Ill.
Kimbel Candy Company, 6546 West Belmont Avenue, Chicago, Ill.
Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.
Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
Lusk Candy Company, Davenport, La.—Lemon drops
McAfee Candy Company, Inc., Macon, Ga.
Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.
Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.
Meister Candies, Cambridge, Wis.
National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.
Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.
Nestle's Chocolate, 2 Williams Street, White Plains, N. Y.
Peter Paul, New Haven Road, Naugatuck, Conn.
Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.
Quaker City Chocolate and Confectionery Company, 2136 Germantown Avenue, Philadelphia, Pa.
Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.
Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch rolls. Chocolate rolls, Orange rolls
Reese Peanut Butter Corp., Hershey, Pa.—Reese Peanut Butter Cups.
Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia, Pa.—Candy mints
Joseph A. Riggio Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds
Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.
Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"
Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.
Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.
Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Tootsie Rolls
Switzer's Licorice Company, 612 North First Street, St. Louis 2, Mo.
Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.
Van Houton & Zoon, 537 Greenwich St., New York, N. Y.
James O. Welch Company, 810 Main Street, Cambridge, Mass.
Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.
Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.
York Caramel, Box 1147, York, Pa.
George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

COFFEE MAKER, VENDER

Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis.
Cole Products Corp., 39 S. LaSalle St., Chicago 3, Ill.
Continental Vending Machine Corp., 956 Brush Hollow Rd., Westbury, N. Y.
MANLEY, INC., 1920 Wyandotte, Kansas City, Mo.
STEEL PRODUCTS CO., 40 Eighth St., S.W., Cedar Rapids, Iowa
SUPERIOR REFRIGERATOR MANUFACTURING CO., INC., 907-917 North Broadway, St. Louis 2, Mo.

CONCESSION SERVICE COMPANIES

ABC Vending Corporation, 209 West 14th St., New York, N. Y.
BERLO VENDING COMPANY, 333 South Broad St., Philadelphia, Pa.
Confection Cabinet Corp., East Orange, N. J.
Sportservice, Inc., Sportservice Building, Buffalo, N. Y.
Theatre Confections Inc., 795 Monroe Ave., Rochester 7,

CONCESSION STANDS

Columbus Showcase Co., 850 West Fifth Ave., Columbus, O.—Showcases, candy stands
Dill, Philip A., Inc., 1209 Castle, Dallas, Tex.
MANLEY, INC., 1920 Wyandotte, Kansas City, Mo.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Savon Co., The, 286 Pennsylvania Ave., Paterson 3, N. J.
Supurdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee, Wis.
Samson Berman Associates, 144-03 78th Ave., Flushing 67, Long Island, N. Y.

CUPS, PAPER

Continental Can Co., 349 Oraton Street, Newark, N. J.
Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.
Hi-Land Paper Company, 274 Madison Avenue, New York
Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York
Maryland Cup Co., 1100 S. Eutaw Street, Baltimore 30, Md.
U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

DRINK DISPENSER, FOUNTAIN, BOTTLE, CUP

Automatic Products Company (APCO), 1740 Broadway, New York—Beverage dispenser
Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines
Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units
H. A. Bruntjen Co., 1645 Hennepin, Minneapolis, Minn.—"Mist Master" drink dispenser
C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines
C. T. C. Mfg. Co., 11936 Valerio Street, N. Hollywood, Cal.—"Whirlpool Jr." beverage dispenser
Carbonaire, Inc, 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment
Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser
Club Bar, 141 E. 44th St., New York, N. Y.
Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser
Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vendors
Drinkolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Beverage dispenser
Everfrost Sales, Inc., 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar
Frigidrink Corporation, 235 East 42nd Street, New York—Drink dispenser agent
Helmco, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment
Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains
Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle
W. Kestenbaum, Inc., 1790 First Avenue, New York—Dispenser
Knickerbocker Beverage Dispensers, Inc., 453 Sixth Avenue, New York—Drink dispensers
The Liquid Carbonic Corporation, 3110 South Kedzie Avenue, Chicago, Ill.—Soda fountains
Lyon Industries, 373 4th Avenue, New York 16, N. Y.—Coin operated beverage dispenser
Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser
MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser
Mighty Midget Manufacturing Corporation, 4215 North Seventh Street, Phoenix, Ariz.—Drink dispenser

Milk-O-Mat Corporation, 500 Fifth Avenue, New York—Cup dairy drink
Miller & Carrell Mfg. Co., 1215 12th Street, Denver, Colo.—"Speedster" hot choc. dispenser
Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor
Modern Refreshers, Inc., 55 East Washington Street, Chicago, Ill.—Dispenser
Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold Street, New York 7, N. Y.—Beverage dispensers
Rowe Mfg. Co., Inc., 31 E. 17th St., N. Y., N.Y.—Beverage dispenser
S and S Products Company, P O Box 1047, Lima, O.—Cold vendor, bottle
Selmix Dispensers, Inc., 28-25 Borden Avenue, Long Island City 1, N. Y.—Beverage dispenser
Smith-Werner Company, 610 Santa Fe Drive, Denver, Colo.—Portable soda fountain
Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)
SUPERIOR REFRIGERATOR COMPANY, 907-917 North Broadway, St. Louis 2, Mo.
Telecoin Corporation, 12 East 44th Street, New York—Drink dispensers
Vendolator Manufacturing Company, P. O. Box 1586, Fresno, Cal.—Cold vendors, bottle milk
Victor Products Corporation, 901 Pope St., Hagerstown, Md.—Pre-mix beverage dispenser.
John W. Young Foundation, 29 Fairway Drive, Barrington, R. I.—Hydro-jet cup vending machine.

FOOD PREPARATION EQUIPMENT

Bakers Pride Oven Co., 1641 E. 233 Street, New York 66, N. Y.—Pizza ovens
Bell Engineering Co., 55 Munroe Street, Lynn, Mass.—Bar-B-Cutie barbeque
G. S. Blodgett Co., Inc., 50 Lakeside Ave., Burlington, Vt.—Pizza ovens
Broil-Quick Appliance Corp., 615 W. 131st St., N. Y. 27, N. Y.—Infra-red frankfurter grill
Burger-Mat Corp., 341 39th Street, Brooklyn, N. Y.—Hamburger equipment
J. J. Connolly, Inc., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill
Dalason Prods. Co., 835 W. Madison, Chicago, Ill.—Bar-B-Frank hot dog machine
Garvis Manufacturing Company, 210 Court Street, Des Moines, Ia.—Hot dog bun warmer
General Mfg. Co., 1209 Castle St., Dallas, Texas
Greer Enterprises, Inc., 281 N. Grant Avenue, Columbus, O.—"Glenray" hot dog machine
Harvic Mfg. Co., 154 Nassau Street, New York 38, N. Y. Pizza ovens
Helmco, Inc., 1215 W. Fullerton, Chicago, Ill.
Charles E. Hires Co., 206 S. 24th Street, Philadelphia, Pa.—"Snak-Bar", hot dog grill and beverage server
Hollywood Servemaster, 114 W. 18th Street, Kansas City 8, Mo.—"Roto-Grill" hot dog machine
Hot Point (Div. of General Electric), 227 South Sealey, Chicago, Ill.—Food preparation equipment
MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hot dog cooker and server
Nu-matic Machines Co., 250 W. 57th Street, New York, N. Y.—Automatic hot dog dispenser
Original Crispy Pizza Crust Co., 1393 Blondell Ave., New York 61, N. Y.—Pizza ovens
Prince Castle Sales Co., 121 W. Wacker Drive, Chicago, Ill.—Bar-B-Que preparation equipment
Savon Co., 286 Pennsylvania Avenue, Paterson, N. J.—Pizza pie ovens
Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment
Toastmaster Prods. div., McGraw Electric Co., Elgin, Ill. Hot food servers, toasters, food preparation equipment
U. S. Vending Machine Corp., 4300 N. Carlyle St., Philadelphia, Pa.—Hot dog vender

FOODS, PREPARED

Arena Real Pizza Crust Co., 1913 White Plains Rd., Bronx 61, N. Y.—Pizza pie
Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters
Campbell Soup Co., Camden, N. J.—Canned Soups
Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, chili, canned, prepared
Flavo-Rite Food, Inc., 516 Westchester Avenue, Bronx, N. Y.—Egg, turkey and shrimp rolls
Frozen Food Prods., 1735 Margaret Avenue, Altoona, Pa.—Frozen foods
C. E. Grant, 616 East Washington, Indianapolis, Ind.—Frozen chicken
Hygrade Food Prods., 2811 Michigan Avenue, Detroit 16, Mich.—Frankfurters
Oscar Mayer Co., 910 Mayer Avenue, Madison, Wis.—Frankfurters, cold meats
Original Crispy Pizza Crust Co., 1852 Bronxdale Avenue, New York 62, N. Y.—Pizza pie
Pizza Enterprises, Inc., 420 75th Street, North Bergen, N. J.—Pizza pie
Smithfield Ham Prods. Co., Smithfield 8, Va.—"James River Brand" meat barbecues and sauces
Swift and Company, Union Stockyards, Chicago, Ill.—Frankfurters
Tolona Pizza Pie Prods., Inc., 401 S. Cicero Avenue, Chicago 44, Ill.—Pizza products

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill—Del juice vendor
California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal
Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers
Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks
Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser
Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor
Snivel Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor
Sunkist Growers, Inc., 707 West Fifth Street, Los Angeles 13, Cal.

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.
Beech-Nut Packing, 10 East 40th Street, New York, N. Y.
Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia, Pa.
Frank H. Fleer Corporation, 10th and Somerville, Philadelphia, Pa.
Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
William Wrigley, Jr. Company, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandale Avenue, Los Angeles, Cal.—Ice cream vendor
Artic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor
Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors
Badger Vending Machine Company, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor
Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter
The Borden Company, 350 Madison Avenue, New York—Ice cream
Craig Machine Company, Danvers, Mass.—ice cream vendor
Dari-Delite Corporation, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream
De Cicco's Bon Bon Corporation, 451 North Rodeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon bons
Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors
Eastern Engineering and Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenco ice cream vendor
Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—ice cream and custard machine
Freeze King Corporation, 2518 West Montrose Avenue, Chicago, Ill.—Ice cream custard machine
Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor
General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer
Fred Hebel Corp., Addison, Ill.—Automatic coin ice cream vendor
Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser
Jordan Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers
Joe Lowe, Inc., 621 West 26th Street, New York—"Frozen On-a-Stick Confection"
Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers
Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine
National Market Equip. Co., 25531 De Quindre, Royal Oak, Mich.—Ice cream freezers and novelty cases
Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa.—Aristocrat ice cream
Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine
Supurdisplay, Inc., 1324 West Wisconsin Avenue, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser
Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle, Wash.—Ice cream and frozen custard fountain freezer
Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream
Tekni-Craft, Rockton, Ill.—Ice Cream and custard machine
West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-Service ice cream merchandiser

POPCORN

American Popcorn Company, Sioux City, Iowa—Raw popcorn
Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.
Central Popcorn Company, Schaller, Iowa—Popcorn
Albert Dickenson Co., 2750 West 35th St., Chicago, Ill.
J. A. McCarty Seed Company, 526 Northwest 4th St., Evansville, Ind.
MANLEY, INC., 1920 Wyandotte, Kansas City, Mo.
NATIONAL OATS CO., Cedar Rapids, Iowa
'Pop' Corn Sez Company, 429-35 South 61st St., Philadelphia 43, Pa.
Poppers Supply Co., 1211 North Second St., Philadelphia, Pa.
Wyandotte Popcorn Co., Marion, Ohio
Y and Y Popcorn Supply Co., 256 North 13th St., Philadelphia, Pa.

POPCORN EQUIPMENT

Automatic Products Company, 250 W. 57th St., New York, N. Y.—Butter dispenser
Bonanza, Inc., 2980 West Pico Blvd., Los Angeles, Cal.—Popcorn vending machines
C. Cretors and Company, 630 West Cermak Rd., Chicago, Ill.—Popcorn equipment, butter dispenser.
Dairy Service Company, 100 East Main St., Menomonee, Wis.—Butter dispenser
DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machines, automatic
G. H. R. Enterprises, Inc., 12017½ Vose St., North, Hollywood, Cal.—Viscount, Viking popcorn machines
Hollywood Servemaster Co., 114 West 184 St., Kansas City 8, Mo.
MANLEY, INC., 1920 Wyandotte St., Kansas City, Mo.—Vending equipment and popcorn machines and supplies
NATIONAL THEATRE SUPPLY COMPANY, 92 Gold St., New York 38, N. Y.—Popcorn equipment and supplies
Phenix Food Company, 460 East Illinois Ave., Chicago, Ill.
Savoral Co., Popcorn Bldg., Nashville, Tenn.—Seasoning
Star Manufacturing Co., 6300 St. Louis Ave., St. Louis, Mo.—Popcorn machines, food equipment.
Supurdisplay, Inc., Wisconsin Tower Bldg., Milwaukee, Wis.—Butter dispenser.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Cal.—Butter dispenser.

POPCORN SEASONING

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.
Best Foods, Inc., 1 East 42nd Street, New York
Capital City Products, West First and Perry, Columbus, O.
Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.
E. F. Drew and Company, Inc., New York 10, N. Y.—Tastee-Pop coconut oil bar seasoning.
C. F. Simonin and Sons, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, Seazo oils.

PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers
Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendomobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream
Coan Manufacturing Company, 2070-2084 Helena Street, Madison 4, Wis.—U-Select-It vendors, candy, food and cigarettes; Super-Vend cold cup drink dispenser
DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine
Food-Mobile, 240 S. Harison St., East Orange, N. J.—Portable vending cart
DRIVE-IN THEATRE MANUFACTURING COMPANY, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts
Walky Service Company, Schweiter building, Wichita, Kans.

CONCESSION TRAILERS

Armour and Company, Fresh and Smoked Sausage Dept., Chicago, Ill.
THE COCA-COLA COMPANY, trailers available from local distributors
Canada Dry Ginger Ale, Inc., 100 Park Ave., N. Y.
Dr. Pepper Fountain Division, P. O. Box 5086, Dallas, Tex.
Dad's Root Beer Company, 2800-3400 N. Talman Ave., Chicago, Ill.
Flavo-Rite Foods Company, 643 Brook Ave., Bronx 55, N. Y.
Frozen Farm Products Co., 1735 Margaret Ave., Altoona, Pa.
Charles E. Hires Co., 206 S. 24th St., Philadelphia, Pa.
Mickelberry Food Products, 43rd and State Line, Kansas City, Kans.
PEPSI-COLA COMPANY, available from local distributors
ROYAL CROWN COLA COMPANY, 10th & 9th Ave., Columbus, Ga.
Silver Skillet Brands, P. O. Box 216, Skokie, Ill.
Smithfield Ham and Products Co., Smithfield, Va.
Superdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee 3, Wis.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.
DuGrenier, Arthur H., Inc., 15 Hale Street, Haverhill, Mass.
Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing
Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.
National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.
Rowe Manufacturing Co., Inc., 31 E. 17th St., New York, N. Y.
Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

American Automatic Ice Machine Co., 1638 Park Ave., Faribault, Minn.
DCA Industries, 45 W. 36 St., NYC, N. Y.—Doughnut machines.
S. T. ECHOLS, INC., Box 612, Bismarck, Mo.—Snow cones
HOLLYWOOD SERVEMASTER, 114 W. 18th St., Kansas City 8, Mo.—Roto-Grille hot dog machines, Roto-Grille chili warmer.
Marlan Company, 500 W. Cermak Rd., Chicago 16, Ill.—Slush Master Freezer.
SCOTSMAN, QUEEN PRODUCTS DIVISION, 22 Front Street, Albert Lea, Minn. Ice making machines.
SNO-MASTER, 124 Hopkins Place, Baltimore 1, Md.—Sno-cone, snoball machine.
Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop
Tyson-Caffey, 8 Briar Road, Wayne, Pa.—Carry-out beverage tray

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